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# PSAf 2012 Annual Report



Amplifying voices of the poor and  
marginalised across Southern Africa  
to drive their own development

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**Panos Institute  
Southern Africa**







# Our mission

To amplify voices of the poor  
and marginalised to shape their  
own development.





# PSAf 2012 Annual Report

## Acknowledgements

The success of Panos Institute Southern Africa (PSAf's) efforts to empower the poor and marginalised people and communities to drive their own development is a result of the support and collaborative efforts of diverse stakeholders. The PSAf board, management and staff are greatly indebted to various donors and implementing partners for supporting the organisation's programmes and activities through the year 2012. Without the support and participation of our donors and partners, community members and the media across Southern Africa, it would not have been possible for PSAf to record the successful implementation of the programmes and activities highlighted in this PSAf Annual Report for 2012.

The Report was compiled by Vusumuzi Sifile, the PSAf Senior Programme Officer for Communication and Knowledge Management, with input from PSAf programmes and administration staff. It was edited and reviewed by PSAf Executive Director Lilian Kiefer.

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# List of Acronyms

AGM	Annual General Meeting	NAC	National Aids Council
AIDS	Acquired Immune Deficiency Syndrome	NORAD	Norwegian Agency for Development Cooperation
ARMAC	World Association of Community Radio Broadcasters	OSISA	Open Society Initiative for Southern Africa
BMGF	Bill and Melinda Gates Foundation	OT	Oral Testimony
BRTI	Biomedical Research and Training Institute	PARP-Z	Pan-African Radio Platform Zambia pilot project
CBO	Community-based Organisation	PIWA	Panos Institute West Africa
CCAMP	Climate Change Adaptation and Mitigation Programme	PMTCT	Prevention of Mother-to-Child Transmission
CDF	Constituency Development Fund	POWB	Programme of Work and Budget
COMESA	Common Market for Eastern and Southern Africa	PSAf	Panos Institute Southern Africa
CSH	Communication Support for Health Project	PSB	Public Service Broadcasting
CSPR	Civil Society for Poverty Reduction	PWDs	Persons with Disability
CWDF	Chipangali Women Development Foundation	RLC	Radio Listening Club
DBM	Digital Broadcasting Migration	RNA	Radio Nazionale d'Angola
DBS	Dry Blood Spot	RPCD	Radio Platform for Community Development
DFID	Department for International Development	RTD	Round Table Discussion
ENRM	Environment and Natural Resources Management	SIDA	Swedish International Development Agency
ESA	Eastern and Southern Africa region	SADC	Southern Africa Development Community
FAWEZA	Forum for African Women Educationalists of Zambia	SMG	Sexual Minority Groups
FGD	Focus Group Discussion	SNV	Netherlands Development Organization
FORCOM	Forum of Community Radio Stations in Mozambique	SRHR	Sexual and Reproductive Health Rights
GBV	gender based violence	SP	Strategic Plan
HIV	Human Immunodeficiency Virus	TDRC	Tropical Diseases Research Centre
ICTs	Information and Communication Technologies	TIZ	Transparency International Zambia
IDASA	Africa Democracy Institute	UNDP	United Nations Development Programme
IPTp	Intermittent Preventive Treatment of Malaria among pregnant women	UNESCO	United Nations Educational Scientific and Cultural Organisation
IRP	Interactive Radio Programme	USAID	United States Agency for International Development
ITNs	Insecticide Treated Nets	VAW	Violence Against Women
MASC	Mozambique Civil Society Support Mechanism	VOC	Voice of the Church
MCP	Multiple Concurrent Partners	WSW	Women who have sex with Women
MNCH	Maternal, Newborn and Child Health	ZaCoMeF	Zambia Community Media Forum
MNCRD	Media Network on Child Rights and Development	ZANEC	Zambia National Education Coalition
MoE	Ministry of Education	ZANIS	Zambia News and Information Services
MSM	Men who have sex with Men	ZBS	Zodiak Broadcasting Services

# Foreword by the Executive Director

The year 2012 was an exciting one for Panos Institute Southern Africa (PSAf.) It was replete with positive impact generated by PSAf on the lives of the millions of the poor and marginalised people and communities in and around Southern Africa. Among the biggest highlights of the organisation's work during the year was the development and completion of the five-year Strategic Plan for the period 2012 to 2016, which was launched by the PSAf Patron and first President of the Republic of Zambia, Dr Kenneth Kaunda in Lusaka on 17 February, 2012.

The Strategic Plan was developed after extensive consultations involving board members, members of staff, consultants, implementing partners and other stakeholders we view as key in the organisation's work.

The activities implemented in 2012 as highlighted in this Report are the first to be implemented under the new Strategic Plan for the period 2012 to 2016 as the PSAf began to operationalise the Plan.

In order to enhance the organisation's work and effectively carry out the activities outlined in the new Strategic Plan, a number of adjustments have been made, especially with regard to the positioning of programme personnel. In the last Strategic Plan, Health and HIV/AIDS were tackled separately, but in the new SP, all health issues, including HIV/AIDS, shall be tackled under one programme, namely Health and Development. The Vulnerable Groups component, which used to be a standalone programme, will now be a cross cutting issue in all programme areas and activities.

The development and launch of the new Strategic Plan has opened new doors for PSAf, as evidenced by the coming on board of a number of new donors in 2012, while those who have been with the organisation over the past years also renewed their commitment. The year 2012 has seen PSAf enter into agreements with newly identified partners like CSH and OXFAM, as well as existing ones like NORAD, MASC, SIDA and OSISA. On our part, as we continue to enjoy the support of our partners, we look forward to making the 2012 to 2016 Strategic Plan a success through enhanced dedication and commitment as we make the lives of the poor and marginalised better.

Lilian Kiefer

**Executive  
Director**



Through the implementation of our various communication approaches to tackle key development challenges, PSAf is now well established and respected across the region.

Our interventions like Radio Listening Clubs, media fellowships, research and dissemination, media training and policy debates, among others, have influenced the implementation of need driven responses through amplification of marginalised voices. PSAf has influenced a number of far reaching initiatives to tackle a vast array of development challenges across the region. It is these life changing impacts that continuously renew our commitment to improving communications to empower marginalised communities so that they can drive their own development.

There can be no denying, that Southern Africa faces immense development challenges. The poor and marginalised of our society are the ones who bear the brunt of the low development levels engendered by these challenges. It is our belief as a development organisation that these challenges will only be addressed effectively by the very people that are currently marginalised from debate and sidelined from the efforts to address the challenges. We are committed as an organisation to do our best to ensure that the voices of the poor and marginalised are amplified in ways that will make them drive their own development.

A handwritten signature in black ink, appearing to be 'LK' followed by a long, sweeping horizontal line.

**Lilian Kiefer**  
**Executive Director**

# Overview of PSAf's Work

Panos Institute Southern Africa (PSAf) is a regional non-profit, non-governmental communication for development organisation that uses innovative communication methodologies to amplify voices of the poor and marginalised to shape their own development.

PSAf was founded in 1996 as a branch of Panos London, and became an autonomous institution in May 2005. With a regional office in Lusaka, Zambia, and country

offices in Johannesburg, South Africa, and Maputo, Mozambique, PSAf works in 12 Southern African countries, namely, Angola, Botswana, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, South Africa, Swaziland, Zambia, and Zimbabwe. PSAf is part of a Global Network of independent and autonomous Panos Institutes based in London, Paris, Canada, South Asia, Eastern Africa, West Africa, and the Caribbean.

## PSAf Vision:

A Southern African community that drives its own development.

## PSAf Mission:

To amplify voices of the poor and marginalised to shape their own development.



# Focus of PSAf work

The organisation works to ensure that information is effectively used to foster development by empowering communities to shape their own agenda. We particularly focus on amplifying the voices of the poor and marginalized. This is done through:

- Innovative communication approaches;
- Working with mainstream and alternative media;
- Interfacing development actors and local communities; and
- Providing platforms for informed debate and voice.

## Extent of Reach

In 2012, PSAf implemented communication for development programmes in eight countries in Southern Africa, namely Angola, Botswana, Lesotho, Malawi, Mozambique, South Africa, Swaziland and Zambia. Through these interventions, more than 5,000 community members across Southern Africa benefited directly from PSAf interventions, getting improved access to platforms for debate through ICTs such as radio sets and voice recorders.

## Interactive Radio Programmes

PSAf provided financial and technical support for the production of Interactive Radio Programmes (IRPs) across the region. The programmes covered the organisation's different thematic areas, as detailed in Figure 1 below.

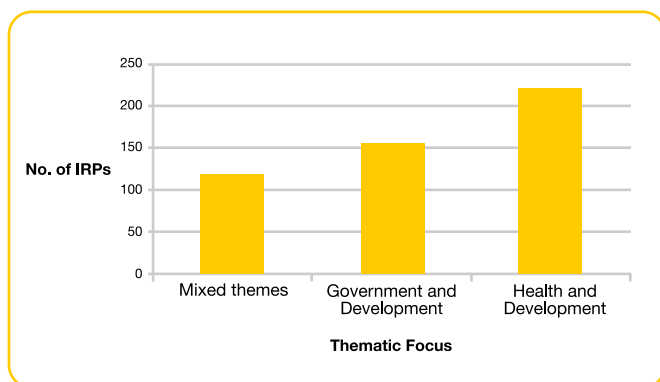


Figure 1: Distribution of IRPs by theme

## Media Training

Through media training courses, PSAf managed to equip media professionals with the skills and tools to enable them to cover various development issues across the SADC region. Figure 2 below provides a summary of the different themes covered by the PSAf media training programmes.

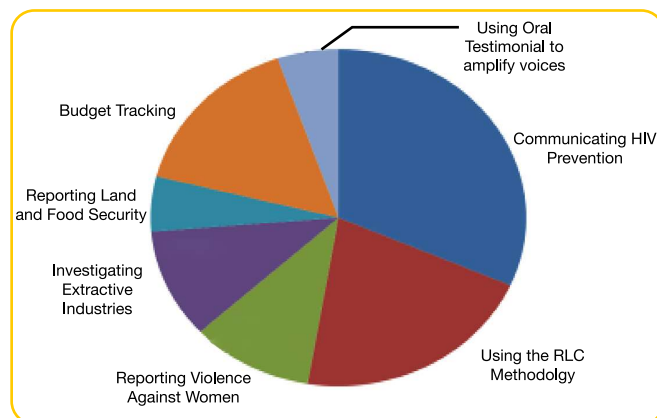


Figure 2: Overview of Media Training workshops per area of focus

## Radio Listening Clubs

In the year 2012, PSAf provided direct technical and thematic support to 123 Radio Listening Clubs spread across Southern Africa. The supported clubs have 40 members each. This means PSAf interventions had a direct impact on close to 5000 poor and marginalised community members across Southern Africa.

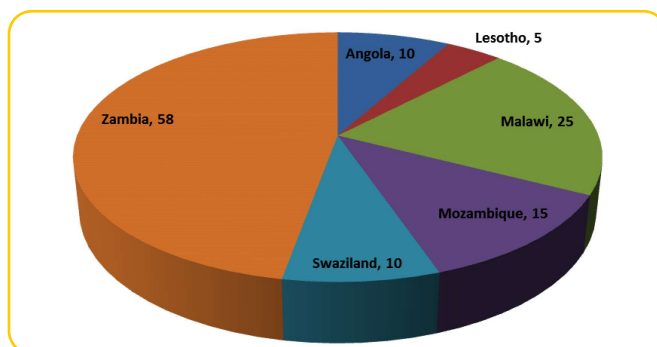
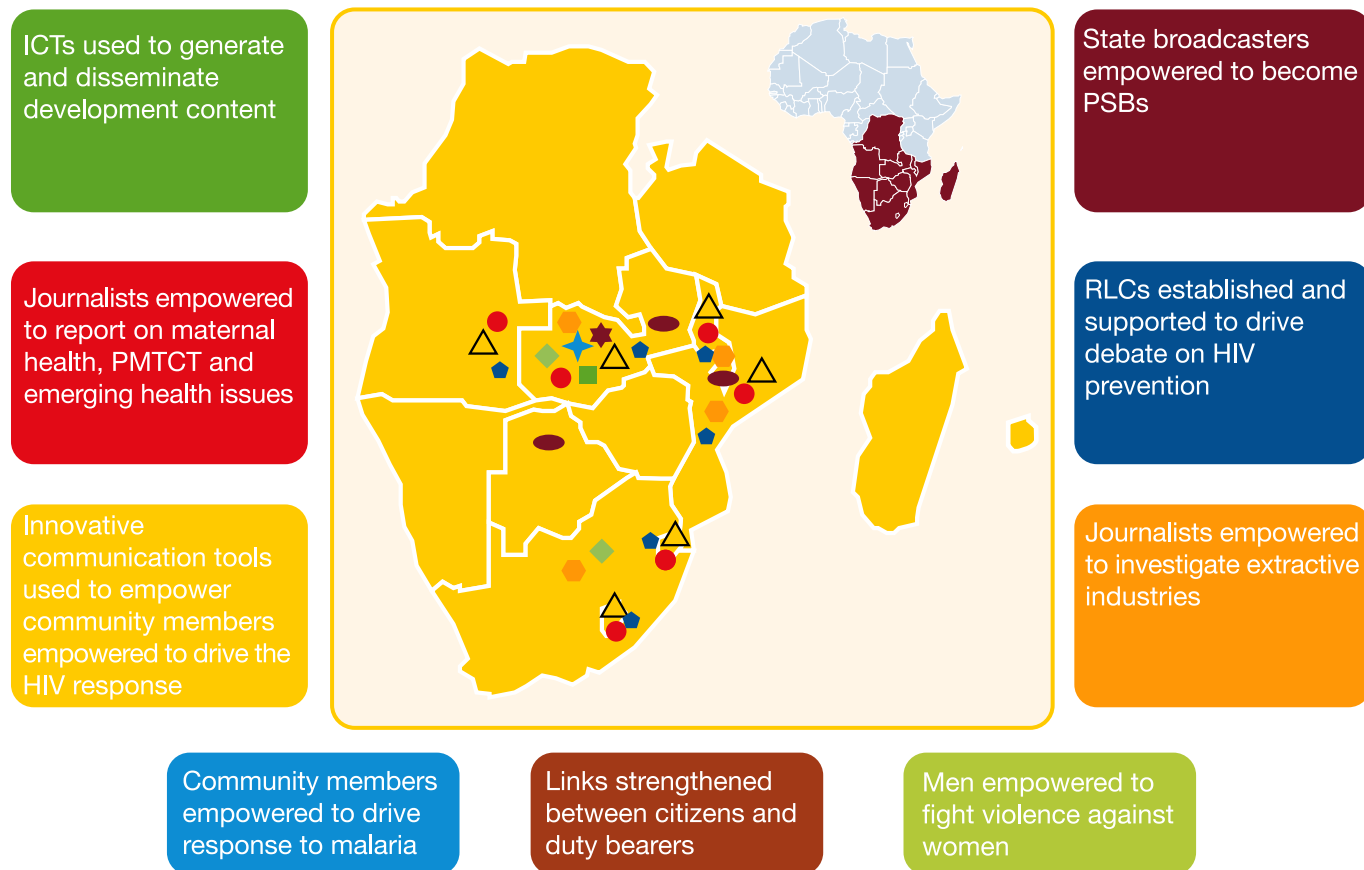


Figure 3: Distribution of PSAf support to RLCs across Southern Africa



### PSAf Methodologies

PSAf uses a number of innovative communication for development methodologies aimed at empowering poor and marginalised communities with information necessary for informed decision-making and knowledge build-up. Below are short descriptions **some** of the different PSAf communication methodologies referred to in this report:

#### Radio Listening Clubs

A Radio Listening Club (RLC) is a group of 25 to 30 marginalized, underprivileged, and/or vulnerable community members who come together with a common purpose of gaining knowledge, share ideas, find local solutions or invoke external intervention on the socio-economic challenges in their community. The guiding principle or motto for RLCs is “LISTEN, DISCUSS and ACT”. This implies that the RLC members commit themselves to coming together to listen to radio

programmes at scheduled times on a particular day, after which they spend time to discuss key issues from the programme and examine the relevance and practical use of the information.

#### Interactive Radio Programmes

An Interactive Radio Programme (IRP) is a live radio programme involving appearance of an authority on radio on a topical development issue. It provides for audience engagement through phone-ins and other communication channels, and has an advantage of instant two-way engagement between the public and the experts or authorities. The programme is usually 60 minutes long, with the first 30 minutes dedicated to a Question and Answer (Q and A) session between the programme host and the authority, and the rest of the minutes are for interaction of the authority with the audience, guided by the host.

### Roundtable Discussions/Debates

A Round Table Discussion (RTD) is a forum of stakeholders in a given geographical or thematic area who come together to discuss and find possible solutions to issues affecting the community, a country or thematic area. These RTDs are attended by community representatives and other relevant stakeholders that include government at local area level who could be sufficient to respond to the challenges raised in the discussions. The proceedings are also recorded in both audio and video formats. These recordings are transmitted on a broadcasting station with a wider reach so that issues of discussion are known and attended to by national level authorities.

### Oral Testimonies

Oral Testimonies (OTs) are a recorded (electronic or print) account of a person's or community's experiences, pleasant or otherwise, that others in similar situations and authorities would learn from or get to know about so that appropriate actions are taken. PSAf uses this methodology to promote amplification of issues by the affected to share experiences and evoke action.

### Media Fellowships

Media Fellowships are a special logistical support in the form of cash provided to journalists to produce well-researched, investigative and in-depth stories on a particular subject. This is tied to a meticulous training and selection process which results in the qualifying journalists being supported. The fellowships enhance the capacity of the media to report on matters critical to development for the ordinary citizens, and enable the media to get to know and understand the subject and have the ability to report in a manner that promotes development in communities, particularly those in underprivileged rural areas.

### Policy Briefs

A policy brief is a result of a policy analysis, which seeks to provide insight into a particular policy of interest and propose ways to make it attainable or more responsive to the aspirations of the citizenry. Having good policies is one thing, and implementing them properly for the benefit of the public is another. Sometimes policies have failed to adequately respond to people's expectations due to some inherent weaknesses or the manner in which they are implemented. Policy reviews, therefore, are necessary to enhance their efficacy in performing their intended purpose.

### PSAf Programmes

Under the new Strategic Plan, the programmatic focus has the following themes: Media Development and Information and Communication Technologies; Environment and Natural Resources Management; Health and Development; Governance and Development; and Management, Coordination and Strategic Initiatives. The cross cutting issues of Gender, Human Rights and Vulnerable Groups have been mainstreamed into all the programme areas.

**Theme 1, *Media Development and Information and Communication Technologies***, focuses on promoting media development, diversity and plurality in media ownership, structures and communication processes as a way of broadening access to media and information by marginalised and poor communities in southern Africa.

**Theme 2, *Environment and Natural Resources Management***, focuses on promoting the adoption of favourable policies in environment, providing information and facilitating knowledge exchange for enhanced community capacity in natural resource management.

**Theme 3, *Health and Development***, focuses on ensuring that response to Health issues in the region, including HIV/AIDS, are shared and driven by those most affected.

**Theme 4, *Governance and Development***, focuses on promoting citizen's participation in Governance processes in Southern Africa.

**Theme 5, *Management, Coordination and Strategic initiatives***, is cross-cutting and focuses on maintaining mechanisms for coordinating and managing the PSAf programme components and processes to function in a manner supportive of maximum impact. This theme also houses the Communications and Knowledge Management unit, which coordinates the generation, storage and dissemination of different knowledge resources.



# Media Development and ICTs

## 1.0. Introduction

The Media Development and ICTs programme is currently working under the programme goal to promote Increased Access to Development Information by the Poor and Marginalized Communities in Southern Africa.

In 2012, the Media Development and ICTs Programme addressed strategic issues relating to:

1. Lack of, or unfavourable Policy and Regulatory System in Zambia,
2. Inadequate capacity of the media in both mainstream and community radio stations, and
3. Low awareness/knowledge levels among Zambian journalists to link food security to land and HIV and AIDS.

In addition to providing support to other PSAf programmes, the programme also implemented activities under the Pan-African Radio Platform Zambia pilot project (PARP-Z), and also conducted weekly monitoring of community radio stations with support from the United Nations Educational, Scientific and Cultural Organisation (UNESCO). These interventions facilitated the production and dissemination of high quality content by print and electronic media in Southern Africa.

The Programme focused on implementing interventions addressing the following objectives:

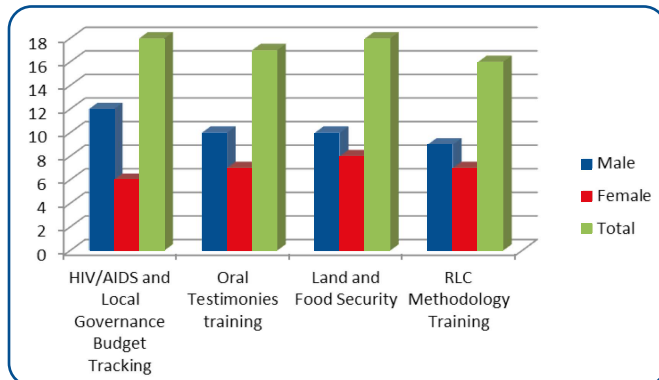
1. Strategic objective 1 – to increase media coverage of diverse development issues in Southern Africa by 2016.
2. Strategic objective 2 – to increase access to information and communication by the poor and marginalised communities using ICTs in the Southern African region by 2016.
3. Strategic objective 3 - to support the development of the media sector in the Southern African region by 2016.

The programme's key achievements include:

1. Empowerment of community radio broadcasters to use new information and communication

technologies to generate and access development content.

2. Establishment of linkages/synergies between different community media initiatives.
3. Training of community media actors on key development issues.



**Figure 4:** Summary of the reach of media capacity building initiatives

## 1.1. Community, mainstream media cover diverse development issues across Southern Africa

### 1.1.1. Communities manage radio stations, cover development issues

After facilitating the establishment of Kasempa and Itzhi Tezhi Community Radio stations in 2007 and subsequently overseeing their management, PSAf is now in the process of handing over the two stations to the communities. This process will be completed in 2013.

Over the last five years, PSAf has been working on empowering the communities with the requisite skills to not only manage the radio stations efficiently, but also use the stations as platforms for debating various development issues. With all systems now in place and running smoothly at the stations, PSAf and the stations have developed an Exit Strategy to facilitate a systematic and sustainable exit from the partnership.

To address the numerous governance, management and operational challenges that many community stations face soon after commissioning and handover by the financier, PSAf and DANIDA proposed a five-year exit

strategy within which the radio stations and the associations would be capacitated to overcome such challenges and remain sustainable at the end of PSAf support.



PSAf Executive Director Lilian Kiefer with Petauke Explorers radio station manager, Thomas Zulu

PSAf and the stations have been working together revisiting all documents, systems and structures such as staff manuals, code of conduct, governance structure, and financial and accounts management systems, streamlining them to the post-PSAf support period when the stations will operate independently.

The achievements recorded during PSAf's collaboration with the radio stations include:

1. Community members empowered to independently manage the stations.
2. Community development issues now more prominent than before the stations were launched, raising the profile of the two districts, thus attracting more development interests.
3. Through RLCs, PSAf unlocked the empowering potential of community radio and this was successfully complemented by print and other types of media.
4. PSAf assisted in the development of business plans for community radio stations in Kasempa and Itezhi Tezhi, positioning the two stations to become model community radio stations in Zambia.

In 2012, PSAf facilitated community participation in the production of studio based and outdoor radio

programmes, empowering community members with the knowledge and skills relevant for them to determine what issues need to be aired on radio. This resulted in community members suggesting radio programmes on issues they felt needed dialogue and action in Malawi, Angola, Swaziland, Lesotho, Mozambique and Zambia.

In some cases, for example in Itezhi Tezhi District of Zambia, the community suggestions compelled the local radio station to air special edition programmes based on issues from the community.

Positive comments, contributions and intelligent questions indicated that people are beginning to understand the effective usage of the community radio station.

### 1.1.2. Training helps journalists spearhead budget tracking at community level

In September, 2012, PSAf partnered with the Africa Democracy Institute (IDASA) to train community media journalists on budget tracking in line with the organisation's commitment to work with community radio stations to improve and increase production and dissemination of content that amplifies voices of the poor and marginalised, positioning them to drive their own development.



Community media journalists during the Budget Tracking Training Course in Lusaka

A group of 18 journalists, comprising twelve males and six (6) females from community radio stations were trained on the role of communities in AIDS local governance and budget tracking meant for HIV and AIDS interventions at local level.

The workshop which was held in Lusaka on 26 to 28 September, 2012 enabled the participants develop a better understanding of how local community members can participate in local governance and budget tracking of AIDS programmes. Participants were drawn from the participating radio stations in Chipata, Livingstone, Itezhi Tezhi, Kasempa, Petauke, Monze and Kabwe.

Participants acknowledged at the end of the workshop that the discussions and presentations had deepened their understanding of the role community media could play in a democracy like Zambia, as well as getting an understanding of how different budget tracking tools can be used to monitor the use of HIV and AIDS funds. It is also expected that following the training, the participants will also work with radio listening clubs and other stakeholders within their station to build knowledgeable and active citizenry who participate in decision making processes pertaining to AIDS at local government level.

## **1.2. PARP project uses ICTs to foster access to development information by the poor**

Under the PARP-Z Project, PSAf contributed immensely to the achievement of the Media Development and ICTs Programme's strategic objective 2, 'to increase access to information and communication by the poor and marginalised communities using ICTs in Southern African region by 2016'.

Through the project, PSAf supported ICT-aided content development and dissemination, especially for community media. These efforts went a long way to empower community media to use ICTs to improve their coverage of development issues.

### **1.2.1. Baseline study identifies ICT needs for community media**

In March, PSAf completed a baseline study on the operations of community radio stations in 16 districts, namely Chipata, Chadiza, Itezhi Tezhi, Kabwe, Kasama, Kasempa, Katete, Kitwe, Mazabuka, Mkushi, Monze, Mpika, Mwinilunga, Ndola, Petauke and Solwezi, covering more than 24 radio stations from eight provinces of Zambia.

The baseline study Report shows that most community radio stations in the country need capacity building in

terms of editorial, administrative, technical and thematic programming. There is also limited collaboration among radio stations through sharing of information or co-productions of radio programmes, capacities of networking and experiences and community/listener feedback and interaction. These are the issues that the project started addressing.

With regard to ICTs for development, most Zambian radio stations have no data enabled mobile phones and their computers are not connected to the Internet. This makes it hard for them to appreciate the advantages of this technology.



Audience Feedback Meeting facilitated by PSAf during PARP-Z Baseline Study in Chadiza, Eastern Province, Zambia

Despite this handicap, many have radio listening clubs (RLCs) that meet at least once per month. This provides them with an easy interface with a component of their audience.

### **1.2.2. Radio journalists trained, produce creative quality thematic programmes and news**

As a way of strengthening thematic, editorial, technological and managerial capacities of both community and mainstream media, PSAf trained eighteen (10 male and eight female) Journalists in reporting and producing creative developmental formats and articles. From 14 to 18 May, the organisation conducted another workshop to equip community radio journalists with skills on how they can document oral testimonies (OTs) and use them to make interesting radio programmes that give a voice to the marginalised groups.



The training focused on the production of radio content based on natural resources themes in Zambia, in partnership with the Zambia Land Alliance (ZLA), who provided land related information and facilitation to the trainees. This workshop was aimed at strengthening the thematic capacity of Journalists and Editors from community radio stations participating in the PARP-Z project.

The participants were drawn from Breeze FM, ITT FM, Kasempa FM, Zambezi FM, Radio Phoenix, Yatsani Radio, 5-FM Radio, Joy FM Radio, Mobi TV, Zambia Daily Mail, The Post Newspaper and ZNBC Radio 1 Kaonde Section.



Community radio producers and RLC coordinators have been trained to document oral testimonies

The training addressed the importance of reporting on development in Zambia, collecting information from the communities, effective ways of reporting on development in communities, the land question in Zambia, land administration and the constitution review process in Zambia, customary land tenure and women's land rights and there was actual action planning for each partner radio station.

This was from the background that while the radio stations tackle various development issues, there is still limited participation by community members in terms of using radio to share their experiences in the form of oral testimonies, a proven methodology for enabling ordinary citizens to share their voices on key issues.

The training targeted radio producers and coordinators

of RLCs in participating radio stations with a strong grip/interaction with community members. It was envisaged that these would in turn use their structures to share the knowledge with other members of the RLCs and radio stations.

Feedback from the training indicated that all participants felt the training workshop enhanced their understanding of the OT methodology and increased their skills to produce quality and balanced programmes on development issues that reflect the views of the voiceless. The participants identified various developmental challenges affecting their communities, and how they could use the OT methodology to ensure that the voices of the poor and marginalised on those issues are heard.

### 1.2.3. Community voices amplified through radio

Various community radio stations and community based organisations (CBOs) across Zambia were in 2012 introduced to PSAf's RLC methodology to enhance the interaction between citizens and different stakeholders.



Community members explore the use of a mobile phone for recording and sharing content

This process began with a training workshop that took place in Lusaka from 27 to 29 August, bringing together 16 participants (seven female and nine male) from partner national, private commercial and community radio stations and community-based organisations. The participants were drawn from International AIDS Alliance Zambia, Chipangali Women Development Foundation, Zambia Land Alliance (Chipata District Chapter), Breeze FM, Chipuma RLC from Itezhi Tezhi, ITT FM Radio, Kwacha Kum'mawa, Chipata, Kasempa FM, Media Network on

Child Rights and Development, Zambia News and Information Services (ZANIS).

During the training, participants managed to name the district priority development themes, and how the RLC methodology could be applied to tackle them. It also looked at the formation of RLCs, as well as content production and listening approaches that would enable them to set the agenda for discussion, presenting expert agenda models, content recording and programme listening processes.

Further, training concentrated on finalising the RLC and OT methodologies as major sources of information from the communities. Chipangali Women Development Foundation shared a testimony of how they evolved from an RLC to a reputable CBO.

Notable recommendations made were:

1. That participating radio stations on the PARP and CBOs present should identify and strengthen structures that partner radio stations are working with in their communities.
2. That PSAf must document extensively the RLC experiences and impact within the shortest possible time.
3. That participating radio stations on the PARP-Z should receive capacity building interventions to help them handle various stakeholders within their reach differently and separately in their proposal writing; that they need to help them understand the dynamics in soliciting support from multiple development players.



PSB stakeholders during a planning meeting in Gaborone, Botswana

### 1.3. State broadcasters supported to become Public Service Broadcasters (PSB)

In May 2012, PSAf completed an evaluation report on the Public Service Broadcasting (PSB) in Southern Africa project, which the organization implemented in Botswana, Malawi and Zambia with funding from the Open Society Initiative for Southern Africa (OSISA).

The project was part of PSAf's efforts to support the development of the media sector in Southern Africa, and to promote development content among public service broadcasters. Among other things, the project sought to improve the quality of life of the poor and marginalised communities in the target countries through the provision of increased development information through PSB. Different stakeholders who participated in the project felt that the project greatly empowered PSBs to better serve the interests and aspirations of their communities. The project was built on the premise that the quest for true public service broadcasting has been elusive especially in SADC largely due to lack of understanding and appreciation of the role of PSB. The problem is deeply

rooted in the desire by many governments to have excessive hegemony over the media.

A number of issues were identified for possible scaling up of efforts aimed at supporting the transformation of state broadcasters in the SADC region to PSBs, especially in the wake of digital broadcasting migration (DBM).

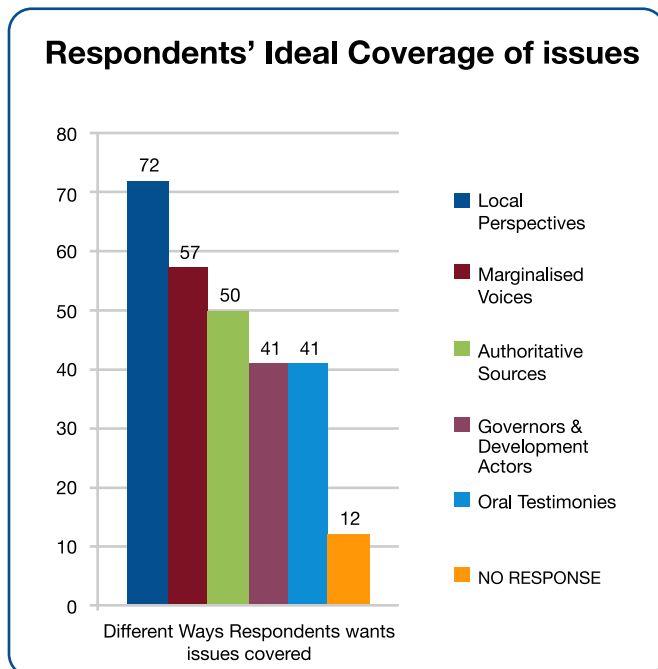
The project was also significant in building the capacities of communities to understand and appreciate the role of PSBs in the three countries. The evaluation exercise established that the project created awareness necessary to catalyse the change that people desired to see in terms of the way PSBs were managed and the type of content that they put across to the masses.

### 1.4. Strengthening of ZaCoMeF boost community media in Zambia

In line with the strategic objective to support the development of the media sector in SADC, PSAf implemented a number of initiatives to build the capacity of media institutions and also support efforts to ensure that the media operate in a conducive environment.

Two highlights under this objective were the strengthening of the Zambia Community Media Forum (ZaCoMeF), and providing leadership in multi-stakeholder media development initiatives.

In addition to hosting the forum's secretariat, PSAf also supported the recruitment of a national coordinator for ZaCoMeF, Ms Katendi Wandu. With PSAf support, ZaCoMeF members held an Annual General Meeting (AGM) in November 2012. The AGM elected a board that is currently working on revitalizing the forum and charting the way forward on sustainability and coordination of community media in Zambia. These efforts were meant to enhance ZaCoMeF's independence and autonomy, and also help to build a vibrant community media in Zambia.



**Figure 5:** Different stakeholders' views on how PSBs should cover development issues. Illustration courtesy of PSB progress Report, 2012



### Case Study: Communities help define role of councillors

Following a call by Itezhi Tezhi Community Radio station for listeners to suggest programmes, a listener from Namwala in Southern Province of Zambia suggested that the station should bring councillors on air to debate water challenges at two schools in the area.

The station responded by airing live programmes focusing on the role of councillors. A number of community members phoned in during the programme, expressing their disappointment with the slow pace at which the councillors implement development projects. One of the station's listeners, Godfrey Shimunza of Kaanzwa observed that there is still a challenge in terms of some councillors' appreciation of their role.

"Councillors don't know why they have been put into offices. Their role is to provide leadership in the development of the ward by holding meetings with the electorate to receive community needs and link with various stakeholders, e.g. CDF (Constituency Development Fund). Some councillors are just there for formalities. Secondly, I would suggest councillors to be

employed as civil servants. May be they can be at fear. If they don't know what to do, it's better to leave to others who know the needs of communities. They shouldn't only enjoy allowances," said Shimunza Godfrey of Kaanzwa.

The involvement of communities in programming has resulted in a huge increase in public participation in the station's programmes, as evidenced by the 1,214 text messages that were sent to Itezhi Tezhi radio station within a month from listeners. This was a sign of growing interest among ordinary citizens to participate in the programme. A number of community driven developmental programmes were also aired on Kasempa Community radio in the North Western Province.

The short message service feedback therefore remained critical in understanding the impact of the radio station. Positive comments, contributions and intelligent questions indicated that most people now understand the effective usage of a community radio station.

### Summary

Through the Media Development and ICTs Programme, PSAf in 2012 focused a lot on building the capacities of radio stations, especially those participating in the PARP-Z to secure consistent and on-going production of quality radio products for dissemination on air and through the World Wide Web.

The Programme has also established itself as a neutral broker among many media associations, bodies and unions in Zambia in advocating for access to information and an independent self-regulated media industry. It is expected that PSAf will build on these achievements as the organisation continues its implementation of the 2012 to 2016 Strategic Plan.

# Environment and Natural Resources Management

## 2.0. Introduction

The PSAf Environment and Natural Resources Management (ENRM) Programme continued with its focus to promote sustainable environmental and natural resources management practices and policies in Southern Africa.

The programme's focus in 2012 was:

- i. To increase community participation in dialogue and decision-making on climate change mitigation and adaptation.
- ii. To increase the capacity and skills of media, CSOs and elected representatives and state actors and institutions in approaches and tools to enhance evidence-based participatory governance and social accountability in the extractive industry sector.
- iii. To increase media capacity to effectively report on different environmental issues and processes.

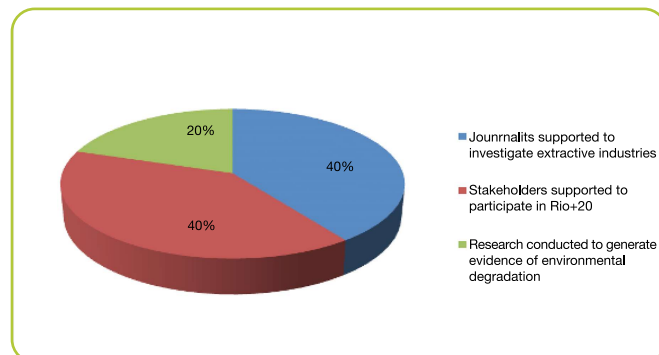
The programme worked on interventions addressing the following objectives:

- a) To promote public participation in sustainable and inclusive responses/interventions to climate change.
- b) To promote the adoption and implementation of policies to enhance sustainable and transparent management of natural resources.
- c) To raise the profile of key environment and natural resources in Southern Africa.

As detailed in this report, the programme managed to implement a number of activities aimed at promoting citizens' participation in the response to key environmental issues. The highlights under the Programme included the "Monitoring Extractive Industries in Mozambique" Project, financed by the Mozambique Civil Society Support Mechanism (MASC) to strengthen citizens' demand for transparency on extractive industries through evidence-based research approaches.

Through the programme, PSAf also managed to network and form synergies with like-minded organisations to contribute towards debate on global ENRM issues and events like the Rio+20 Earth summit held in Brazil in June.

This Report is an account of activities from January to December 2012.



**Figure 6:** Overview of PSAf interventions to promote sustainable responses to environmental issues in Southern Africa

## 2.1. Sustainable, transparent management of natural resources promoted

With funding from MASC, PSAf implemented a project to enhance the media's monitoring of extractive industries in Mozambique.

Under the project, the organisation supported journalists to write investigative articles on extractive industries, highlighting their consequences on the poor and marginalised.

The project's objectives were:

- To build synergies between elected bodies, CSO networks and the media, with a view to enhancing common objectives and interests in monitoring policies related to extractive industries and other natural resources in general.
- To promote evidence-based national debate on extractive industries and other natural resources development policies through media (including independent newspapers, public and community broadcasters).
- To provide the media sector with adequate professional, technical and financial capacity to adequately investigate and report on the policies of mega projects including on bio-fuels and their influence on food security, access to land by the poor in the rural areas as well as on the environment.

The project supported two teams of journalists in Mozambique to travel to remote areas where extractive industrial activities were taking place.

## 2.1.1. Media supported to investigate and report on mining policies

In January, PSAf supported a team of journalists to visit Tete Province for investigative reporting on the violent protests by the resettled community in Cateme.

The support enabled the journalists to raise awareness about the plight of displaced citizens who were not happy with their conditions in resettlement areas. The community members had embarked on protests as a way of demanding better conditions in resettlement areas.

The aggrieved community had blocked a train carrying coal to demand the rehabilitation of their homes. Some of the media houses on the mission were STV, a private Television station, and Savanna, a private weekly newspaper. The reports also captured the violence meted on the protesters by soldiers sent to the area by the government.

Despite being denied access to consultative meetings between the mining company and the community, the team used the skills acquired from PSAf interventions to gather enough information which enabled them to write balanced in-depth stories.

In March, journalists from the two media houses were supported to carry out another investigative mission on Matutuine District, to undertake deeper reporting on another improper resettlement of the community in the area. The resettlement was caused by the construction of a cement manufacturing plant.

During the monitoring mission, the Journalists were able to talk to the traditional Chief and other members of the community. The media monitoring mission highlighted the negative social impact of the setting up of the cement plant in 2011, where families were supposed to be relocated before the project started. This had, however, not been the case, and the community members said they had been informed that the resettlement was affected by the global financial crisis. They told the media mission that this was inconveniencing them as they were living in dust and noise from the operation. This information

was used to produce in-depth evidence-based articles through the two media houses.

Through the media missions, a number of issues were brought to light relating to the exploitation of natural resources, and the impact of these processes on the poor and marginalised Mozambican citizens.

## 2.1.2. Research conducted to raise evidence on illegal wood harvesting

The ENRM programme in March conducted a field research in the Mocuba District of Zambeze province, Mozambique, to establish the extent of illegal wood harvesting and how that was contributing to the depletion of forest resources.

The aim of this exercise was to generate evidence which would be used to inform interventions by PSAf and other stakeholders on the subject and related issues.



Flooding and the depletion of underground water resources are among some of the notable effects of illegal wood harvesting

Building on previous PSAf interventions in the area, this activity established that there was rampant illegal wood harvesting in the district. Through the research exercise, PSAf engaged different stakeholders to establish their views and experiences around the extraction of forest resources and to get their recommendations on what ought to be done to handle the situation.

In line with PSAf's commitment to ensure that research

findings are used to drive development, the study was used as a springboard for promoting stakeholder engagement and action on illegal wood exploitation.

### Case Study: Authorities respond to citizens' concerns

Following PSAf's interventions in monitoring extractive industries in Mozambique, the local Government and VALE Company held an urgent meeting with the resettled population to draw plans for rehabilitation of their homes. VALE promised to rehabilitate all the houses within six months. Fourteen (14) of the 517 houses were worked on.

In Zambeze Province, the government allocated two vehicles, and two more forest inspectors to support the forest monitoring activity. Consequently, two trucks loaded with logs and chainsaws were seized.

This visible impact was as a result of raising the issues on the ground to be part of the national agenda, and the communities becoming aware of their rights to be treated humanely after being displaced by such economic ventures.

The project helped to:

- Expose the ever growing indiscriminate logging of valuable hardwood species with a serious impact on Mozambique's forests and local livelihoods.
- Expose conflicts emerging from invasion of community land and resettlement in improper conditions and locations, which result from unfulfilled promises made to affected communities during the consultation process.

## 2.2. Journalists, stakeholders supported to participate in Rio+20 Earth Summit

Through the ENRM Programme, PSAf supported different stakeholders to take part in the Rio+20 Conference on Sustainable Development held in Brazil in June 2012.

The organisation partnered with Panos Institute West Africa (PIWA) to support a Zambian journalist Peter Frank Banda from Radio Breeze FM in Chipata to be part of a team of African journalists that covered the Earth Summit in Rio de Janeiro, Brazil.

The Journalists were at the summit to produce multimedia reports for PIWA's online multimedia publication called *Flamme da Afrique*. The support, which was provided under the Pan African Radio Platform (PARP) project, enabled the participating Journalists to cover, provide and send daily updates, both from the conference activities and other side events, to their media houses, selected media in their respective countries and other institutions across the African continent. The Journalists were drawn from Ghana, Togo, Senegal, Benin and Zambia.

Breeze FM, a community based commercial station, is among the Zambian radio stations that are participating in the Pan African Radio Platform project, being facilitated in the country by PSAf. The 20-22 June conference took place exactly 20 years after the inaugural Earth Summit which was held in the same city.

In the run up to the conference, PSAf worked with different stakeholders to define national priorities for climate change resilience, disaster risk reduction and low emission development. The organisation participated in two multi stakeholder forums involving the government, civil society organisations and the private sector.

The experience gained during the Rio+20 conference is expected to help the journalists in their coverage of sustainable development issues, which are a key component of the PARP project.

## 2.3. Towards a Climate Change Communication Strategy for the COMESA

Recognising that the success of climate change mitigation and adaptation efforts depend on effective awareness, knowledge build-up and informed decisions among the various stakeholders and beneficiaries, the ENRM programme engaged COMESA for possible collaboration in that regard.

The two organisations agreed to collaborate in developing and implementing a Communication Strategy for the Climate Change Adaptation and Mitigation Programme (CCAMP) which is earmarked for implementation in the Eastern and Southern African (ESA) region.

The document seeks to guide awareness and advocacy activities around the CCAMP and, if approved, it would be implemented in all the 19 COMESA member-states.





PSAf Executive Director Lilian Kiefer (foreground) discussing climate change and other development challenges with rural women in Chipangali, Eastern Zambia

### Summary

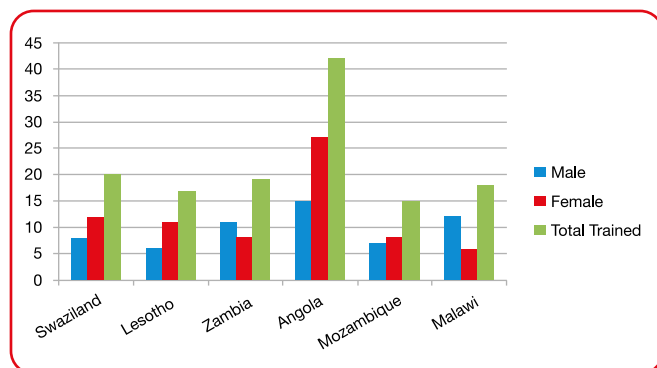
The media and journalists provide a key platform for mounting pressure on different stakeholders to play their role in dialogue that would result in decisive actions. The media should do a continuous monitoring to assess whether commitments are being fulfilled.

The region's well-being depends entirely on the management and exploitation of different natural resources. There is therefore need to promote the participation of different stakeholders in the sustainable use and management of these resources. Most of the environmental challenges that the region is currently experiencing are a result of human activity.

### 3.0. Introduction

The Health and Development Programme set out to meet the following goal: To ensure that responses to health issues are shared and driven by those most affected.

To achieve these objectives, the programme implemented various strategies including Amplifying voices of the marginalised communities; Reviews of policy responses to ensure inclusivity; Research; Media capacity building; Media fellowships; Creating platforms for amplifying voices of the most affected; and mobilising communities to participate in community based health programmes.



**Figure 7:** Media training courses on Communicating HIV Prevention

During the reporting period, the programme implemented the following projects:

1. Communicating HIV Prevention in SADC Region – a six-country SADC funded project;
2. Communicating HIV Prevention in SADC Region – a two-country SIDA funded project;
3. Sexual Minorities study on determining characterization, risky behaviours and access to services – BRTI funded Zambia project;
4. The Maternal health Media Fellowship – A one country (Malawi) DFID funded project; and
5. Stop Malaria Campaign in the Eastern Province of Zambia

During the reporting period, the programme focused on five strategic objectives under which projects and programme activities were implemented as follows:

1. To ensure effective communication for promotion of an equitable access to health services in Southern Africa by 2016;
2. To generate ground-breaking information on SRHR among high risk groups to influence policy interventions by 2016;
3. To enhance media capacity in comprehensive and positive reporting of SRHR issues;
4. To create platforms for the most affected voices to be heard in fostering accountability and transparency by 2016; and
5. To promote open dialogue on emerging health issues in Southern Africa by 2016.

The major highlights of the Health and Development Programme has been the implementation of activities under the Communicating HIV Prevention in Southern Africa, completion of activities under the Maternal Health Media Fellowships Project in Malawi, implementation of the Sexual Minorities study on determining characterization, risky behaviours and access to services and the implementation of the Stop Malaria Campaign in the Eastern Province of Zambia.

### 3.1 Effective communication promoted to ensure equitable access to health services in Southern Africa

During the year 2012, PSAf through the Health and Development Programme used a number of innovative communication approaches to ensure effective communication for the promotion of equitable access to health services in Africa.

The organisation implemented a number of activities aimed at amplifying the voices of the poor and marginalised communities, and also facilitating reviews of policy responses to ensure inclusivity.

Under the Communicating HIV Prevention in Southern Africa project, PSAf worked with the media and other stakeholders to create platforms for ensuring that the voices of different groups are heard and taken into account. Three major types of activities were implemented under the project. These focused on enhancing the capacity of the media through media fellowships and through the development and dissemination of media

briefs, and enhancing the capacity of communities through RLCs. The project was implemented in six countries name Lesotho, Swaziland, Zambia, Malawi, Angola and Mozambique.

This is expected to ensure that responses to the HIV and AIDS pandemic are shared and driven by the most affected, thus empowering local communities to drive the HIV prevention response in Southern Africa. The organisation also promoted open dialogue on cultural issues surrounding Multiple Concurrent Partners (MCP), Prevention of Mother-to-Child Transmission (PMTCT) and HIV prevention for Sexual Minority Groups (SMG), which are key factors in the HIV and AIDS response.



A Journalist in Angola conducting an interview on HIV prevention after undergoing a PSAf training course in October, 2012

Through these interventions, PSAf managed to generate ground breaking information on HIV prevention among high risk populations to influence policy and programmatic responses; create platforms for the most affected to participate in fostering accountability and transparency; increase ownership of HIV and AIDS response programmes by the most affected; and improve media capacity in reporting on poorly understood issues.

3.1.1. Journalists trained to comprehensively cover HIV and AIDS issues

Recognising the key role that the media plays in influencing the HIV and AIDS response, PSAf conducted media training workshops in Angola, Zambia, Malawi, Lesotho, Swaziland and Mozambique to sensitise journalists about the different aspects of HIV and AIDS, and how the media can drive prevention of the pandemic.

As illustrated in the table below, the largest number of Journalists were trained in Angola, where a total of 42 media practitioners participated in various courses.

Country	Journalists trained		
	Male	Female	Total
Swaziland	8	12	20
Lesotho	6	11	17
Zambia	11	8	19
Angola	15	27	42
Mozambique	7	8	15
Malawi	12	6	18
Total	59	72	131

Table 1: Reach of HIV media trainings

The Journalists were drawn from both print and electronic media institutions. The training workshops were aimed at advancing effective communication on the pandemic and key prevention issues and priorities, empowering local communities to drive the HIV prevention response. This would help to promote open dialogue on cultural issues around Multiple Concurrent Partners (MCPs), prevention of mother-to-child transmission (PMTCT) and HIV prevention for sexual minority groups. It is expected that dialogue around these issues would lead to behaviour change and adoption of available interventions at individual and community level.

To give participants a clear picture of the issues, all the training workshops comprised of formal presentations by thematic experts and also practical journalistic sessions. The interactive nature of the workshops enabled the participants to express themselves freely and seek clarification on issues that they may not have grasped clearly.



Testimonies given by journalists at the end of the workshops showed that they appreciated the presentations on HIV prevention, and felt better positioned to develop stories on issues around prevention. In each country, the participants identified some gaps in the current HIV prevention and possible areas for advocacy.

The Journalists also used the information acquired during the workshop to identify some advocacy issues which they felt should be prioritised in the national response. These include reaching out to minority groups. The journalists also pledged to raise debate on the fact that the law does not recognise homosexuality, yet it was known that the practice was rampant across the region.

### 3.1.2. Media Fellowships help journalists report on HIV prevention

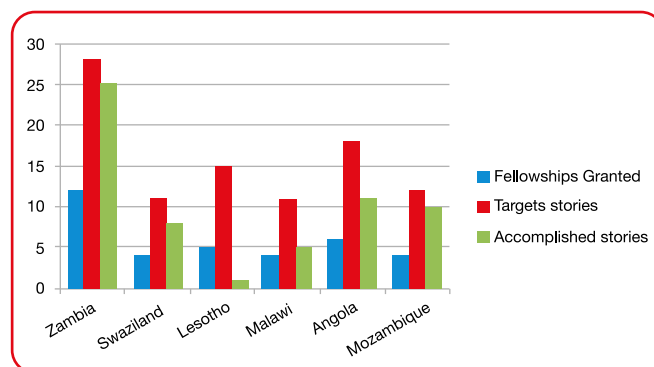
During the reporting period, PSAf granted fellowships to 33 journalists from across the SADC region to produce in-depth articles on communicating HIV prevention.

Following the media training workshops that were conducted across the region, the organisation selected a small team of Journalists from each country and granted them fellowships to produce in-depth articles or programmes for print and broadcast media. Each of the selected journalists was contracted and encouraged to submit three story ideas.

Table 2 and Figure 8 below illustrate the distribution of the fellowships and the articles in each of the six countries.

Country	Fellowships Granted	Target stories/ programmes	Accomplishes stories/ programmes	Pending
Zambia	12	28	25	3
Swaziland	4	11	8	3
Lesotho	5	15	1	14
Malawi	4	11	5	6
Angola	4	18	11	7
Mozambique	6	12	10	2
Total	35	95	60	35

**Table 2:** Distribution of Communicating HIV Prevention fellowships per country



**Figure 8:** Overview of media fellowships distribution

In Mozambique, four journalists successfully completed the media fellowship on reporting HIV Prevention among sexual minorities. The fellowships were a result of a media training workshop which provided the basis for the identification of the fellows. The fellows were drawn from media houses in Beira and Maputo, namely *Noticias* (two fellows), and one each from *Domingo* and *Community Radio Muthiyana*. Under the programme, the Journalists were supported to conduct research and write investigative articles on HIV prevention, with the support of an editor mentor, Donna Mpengula-Tomas.

Based on the great improvements the fellowship brought to their work, the fellows have expressed interest to continue working with PSAf. There is also growing interest by more Journalists to be part of the project.

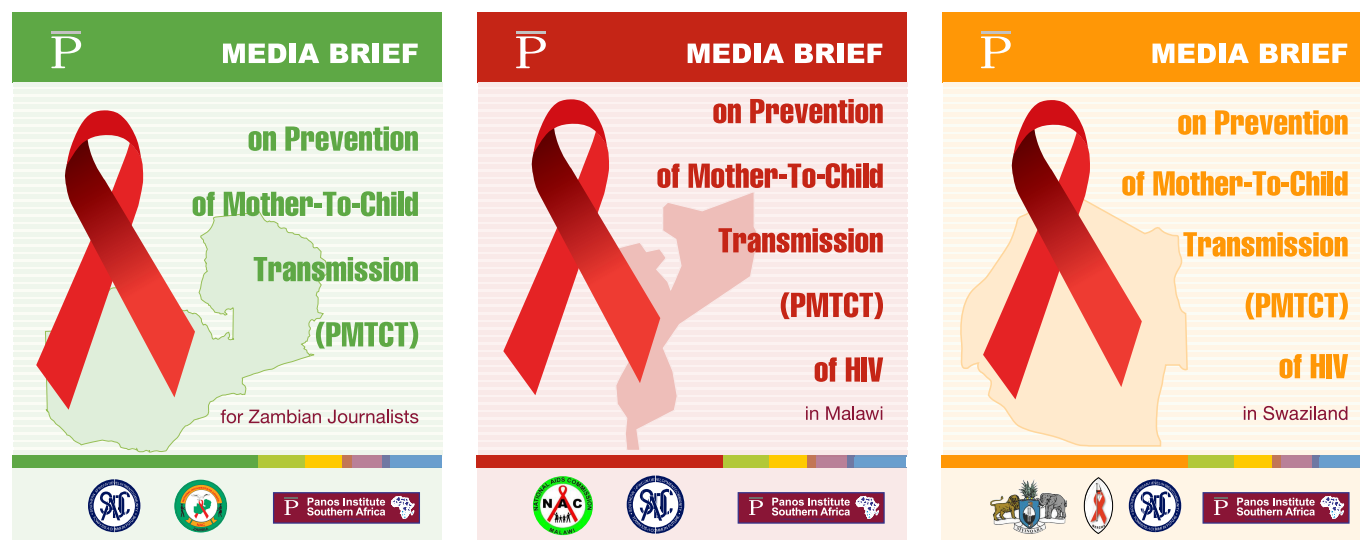
### 3.1.3. Media Briefs published to aid Journalists' coverage of emerging health issues

PSAf published and started distributing media briefs focusing on two aspects of HIV prevention: prevention of mother-to-child transmission (PMTCT) and HIV prevention among sexual minorities, focusing on men who have sex with other men.

The media briefs are meant to aid Journalists and media institutions in Southern Africa to effectively cover these emerging health issues.

The information packs were inspired by the need to enhance journalists' capacity to play their critical role to create awareness on the evolving issues of PMTCT, putting the issues on the public agenda by covering related topics regularly and in a responsible manner.





The cover pages of some of the PMTCT Media Briefs published in 2012

The PMTCT Media briefs have been published for Zambia, Swaziland, Angola, Mozambique and Malawi, while the MSM media briefs were published and distributed in Angola and Mozambique. The MSM and PMTCT media briefs were produced with the help of thematic experts based in the different countries.

Essentially, the media briefs are information packs designed to provide basic information on HIV prevention in a manner that Journalists can use it based on their need, meaning one can start with sections that most appropriately respond to their specific information needs or areas of expertise. The sections can also be used as fact sheets, making it easy for use in media training institutions by both lecturers and learners.

Practising Journalists can also use the media briefs to verify facts as they write stories or articles on PMTCT, MSM and related issues.

Although the media briefs are designed specifically for Journalists, the information packs can also be used by anyone seeking information on the issues. The briefs were developed in such a way that they can also be used by reporters from other disciplines, such as those in the political, business and health realms or areas of specialisation to enable them to factor in HIV Prevention issues in their stories.

### 3.2.1. Partnerships established with community radio stations to create platforms for debate on HIV prevention

As part of the Communicating HIV Prevention in Southern Africa project, PSAf has partnered with Radio Stations across the Southern Africa region to form RLCs as a way to empowering local communities to speak on issues affecting them and to drive the HIV prevention response in the region.

The organisation signed partnership agreements with eight radio stations in Malawi, Lesotho, Angola, Swaziland, Mozambique and Zambia.

As shown in Table 3 below, Zambia and Malawi had two participating stations.

Country	Name of Radio Station	No. of participating RLCs
Angola	Radio Nacional de Angola (RNA)	10
Lesotho	Thaha Khube Radio Station	5
Malawi	Zodiak Broadcasting Services (ZBS)	10
	Joy FM	10
Mozambique	Xai Xai Radio station	5
Swaziland	Voice of the Church (VOC)	15
Zambia	Petauke Explorers	10
	Chikuni	48

**Table 3:** List of partner radio stations for the Communicating HIV Prevention in Southern Africa Project

In each of the countries, the project is working with RLCs and other community based stakeholders through the partner stations to produce high quality content on HIV prevention and other cross-cutting issues.

3.2.2. RLCs established, empowered to amplify marginalised voices

In line with the objective of using communication tools to amplify voices of the poor and marginalised, PSAf established and trained RLCs in Angola, Lesotho, Malawi, Mozambique, Swaziland and Zambia.



RLC members were empowered with voice recorders and radio sets to enhance their use of radio to communicate about development issues

For Zambia, direct support was provided to 15 clubs, but in Chikuni, the five clubs were receiving the support on behalf of a pool of 48 clubs.

In addition to establishing new RLCs, the organisation

also provided support to existing ones.

In order to ensure their effectiveness and contribution to the development of radio station content, PSAf also scaled up efforts to provide technical support to the RLCs through the training of the RLCs staff.

The aim of the workshops was to introduce the project to RLCs and stakeholders; to share knowledge on the current HIV and AIDS trends and interventions that they needed to address in their radio programmes; and to build the capacity of the RLCs to ably and consistently produce content on HIV and AIDS prevention for transmission on local radio stations in order to stimulate public debate and understanding, and invoke adoption of workable interventions.

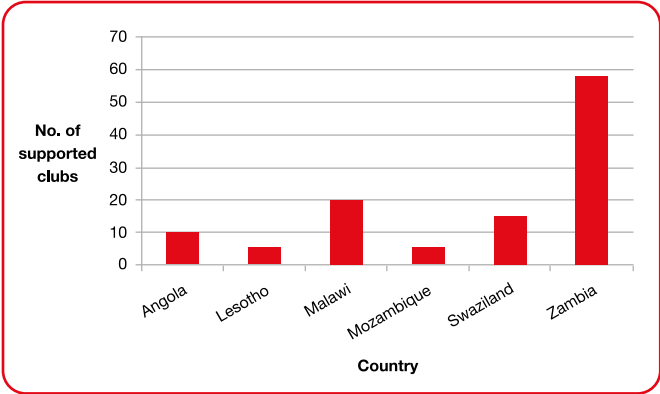


Figure 9: PSAf support to RLCs on Communicating HIV Prevention

At all the meetings, the RLCs had an opportunity to get clarification on Communicating HIV Prevention Project, especially its focus on promoting open dialogue on cultural issues surrounding Multiple Concurrent Partners (MCPs), Prevention of Mother-to-Child Transmission (PMTCT) and HIV Prevention for Sexual Minority Groups (SMG).

Country	Number of Radio Sets	No. of Recorders	No. of Clubs Benefitting	Clubs covered by the stations	Members per club	Estimated reach
Swaziland	5	5	10	15	20	300
Lesotho	5	5	5	10	20	200
Zambia	5	5	15	48	20	960
Angola	8	10	10	10	20	1460
Malawi	5	5	20	20	20	400
Mozambique	5	5	5	10	20	200

Table 4: Breakdown of equipment support to radio listening clubs

In Swaziland the community members acknowledged that RLCs were “a good platform for Swazi communities because a lot of misconceptions about HIV/AIDS will be discussed for the community to get something out of it”.

The club members also agreed on the need to openly discuss issues concerning multiple concurrent partnerships to prevent new infections. They also looked at the cultural implications of some approaches, including polygamy which is part of Swaziland’s social fabric.

The Communicating HIV Prevention project is tailored to ensure that responses to the HIV and AIDS pandemic are shared and driven by the most affected. The project, which is funded by the Southern Africa Development Community (SADC) HIV and AIDS Fund is aimed at empowering the local communities to drive the HIV prevention response in Southern Africa.

The impact of the project was also confirmed by a SADC evaluation team that said the project was proving to be very useful in informing SADC member states of what is happening in their countries, and the benefits to the population. PSAf’s good working relationship with government structures, especially the National Aids Council (NAC) which is a key partner in the implementation of the project, was also seen as presenting good opportunities for the project.

### 3.3. Voices amplified to promote informed dialogue on HIV prevention

To ensure that women drive prevention of mother-to-child transmission (PMTCT) in Angola, PSAf compiled a report that contains the oral testimonies of women in that country.

This will also help to ensure that various PMTCT interventions take into account the voices and concerns of persons for whom such services are intended.

The report, titled “*Estudo sobre: Experiências da prevenção da transmissão do HIV de Mãe para Filho*” is based on the testimonies of women who either could not access PMTCT services, and those who have benefitted from, and successfully used the services. Through the oral testimonies captured in the report, a number of gaps were captured in the policy responses



Cover page of the Oral Testimonies Report

and services. The study also highlights the media as well as the media response to PMTCT which have been identified and made recommendations for improvements.

Although there have been significant efforts to reduce HIV transmission from mothers to children, several challenges still remain, especially in relation to gender issues, cultural beliefs and other socio-economic factors that prevent women from accessing PMTCT services. The report identified the low income of most Angolan women as one of the biggest challenges which make it difficult for mothers to be able to afford alternative feeding for their babies, as well as transport costs to health centres which, in many cases, are located far from where the local people reside. The government has a facility to provide supplementary nutritional support in the form of milk and porridge, but some of the mothers said the facility does not adequately cover all provinces.

3.4. Ground breaking information generated on emerging health issues

3.4.1. PSAf conducts study to establish SRHR among sexual minorities

To generate ground breaking information on sexual and reproductive health rights among sexual minorities, PSAf conducted a study to determine the characterisation, risky behaviours and access to services among men who have sex with other men.

The study was conducted in Zambia as part of a three country project being funded by the Southern Africa Development Community. It was carried out in partnership with NAC and other stakeholders to characterise the high risk populations, their association with the national HIV epidemics and identifying opportunities for interventions.

Within this understanding the study objectives, data was collected from a target population of 600 MSM and Women who have sex with Women (WSW) in three sites – Lusaka, Copperbelt and Southern Provinces – using structured questionnaires, focus group discussions and Dry Blood Spots (DBS).

The study managed to interview 450 respondents in the three sites, and collected dry blood spots from 290 of them, as follows:

Province	Dry Blood Spots	Dry Blood Spots Refusal
Southern	52	2
Lusaka	154	7
Copperbelt	84	5
Total	290	14

Table 5: Collection of dry blood spots among sexual minorities in Zambia

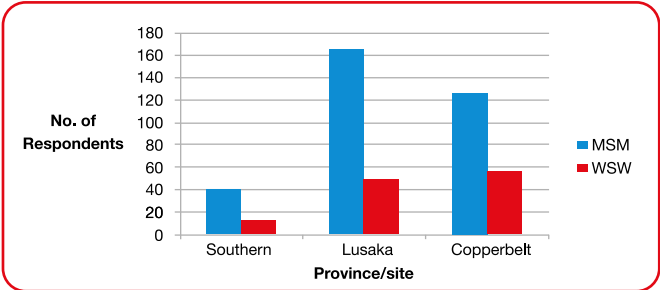


Figure 10: Coverage of MSM and WSW in the three sites

Because of the secretive nature of the sexual minority community the snowball sampling method was used to be connected to subsequent respondents by the first-layer seed respondents. The study also conducted two FGDs in Lusaka (one apiece for each sub group) and the same number in Kitwe with an average of 10 participants.

Objectives of the sexual minorities study

- i. To describe the characteristics and behaviours of HIV high risk populations.
- ii. To determine HIV prevalence among high risk populations.
- iii. To measure the extent to which high risk populations are being reached with HIV preventive and treatment services.
- iv. To identify inhibiting factors for effective HIV prevention among high risk populations.
- v. To identify opportunities for inclusive interventions targeting high risk groups.

To provide recommendations for each sub-group, covering priorities, approaches and methodology for a comprehensive approach to reduce prevalence in the groups studied.

Among the general salient issues was the misconception that there was a lesser likelihood of a person contracting HIV through penetrative homosexual sex. They believed heterosexual sex was more risky. The other issues was that there was a lot of irregular and multiple and concurrent relationships, and casual sex. The study also collected DBS from the majority of the respondents. Only 11 declined to participate in the DBS. These blood spots were to be tested for HIV but the results were to be anonymous just like the questionnaires were not linkable to the respondents.

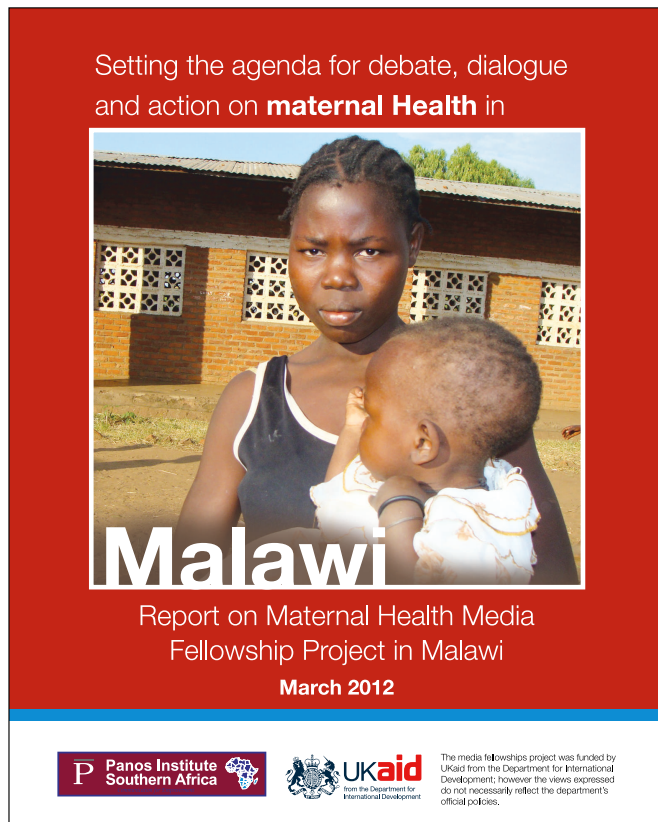
3.5. Maternal health media fellowships promote dialogue on emerging health issues in Malawi

Recognising that people can only participate in solving a problem only to the extent to which they are informed, PSAf facilitated various activities to promote open dialogue on emerging health issues. This was done through mobilising communities to participate in community based health programmes, and also through supporting



the media to enhance journalists' capacity to report on emerging health issues in a way that amplifies marginalised voices in Southern Africa.

With support from the United Kingdom's Department for International Development (DFID) in Malawi, PSAf successfully completed implementation of the one country media fellowship project on maternal health. A report on the study has since been published and is currently being disseminated to different stakeholders in that country.



Cover page of the Maternal Health Fellowships Report

The new publication, "Setting the agenda for debate, dialogue and action on maternal health in Malawi", details the different activities PSAf carried out in Malawi, provides a synthesis of the print and electronic media articles and programmes published and broadcast between April

2009 and February 2012 under the PSAf Maternal Health Media Fellowship Project in Malawi. The project was in response to an increase in challenges related to maternal health in Malawi.

Under the project, PSAf conducted three media training workshops between 2009 and 2011 to build the capacity of Journalists from print and electronic (including online) media establishments across the country. The underlying theme was to raise their awareness on maternal health issues in the country. Following the training workshops, selected Journalists were granted fellowships to report on maternal health and related issues on girls' education and access to justice.

The publication also provides an update on stories published and broadcast by Journalists trained by PSAf during the project implementation cycle. The articles and programmes focused on maternal health with cross cutting themes like gender, girls' education and access to justice for women and girls.

Through the project, PSAf has empowered poor and marginalised communities to influence policies and responses on maternal health through sustained engagement with different stakeholders. The media fellowships are one of many PSAf methodologies to amplify voices of different stakeholders, especially the vulnerable groups, and ensuring that solutions to the different maternal health challenges are driven by those who are most affected.

### 3.6. Effective communication used to foster behaviour change in malaria prevention

#### 3.6.1. PSAf and CSH partner with community to tackle malaria in Zambia

With support from USAID through Communication Support for Health, PSAf will be engaged in a campaign on integrated malaria/MNCH/Nutrition with a triple focus on malaria prevention through IPTp and use of ITNs and appropriate testing & treatment.



Team members display different traditional foods being promoted under the STOP Malaria Campaign

This is a campaign that influences positive behaviour and attitude to ensure effective malaria testing and treatment.

The campaign seeks to engage communities at a much more interpersonal level to actively participate in activities facilitated by civil society organizations (CSOs), working in collaboration with the local structures for the Ministry of Health through Rural Health Centres and Health Posts. The objective of the Champion Community Initiative is to get community members to get involved in the STOP Malaria Campaign activities and to possibly begin to practice key behaviours being promoted by campaign.

Communities are supported to develop action plans against identified key Stop Malaria Campaign behaviours and these will articulate goals, missions, objectives and specific activities with timelines. Nutrition related behaviour will also be included in their action plans.

Despite long-standing global efforts to combat Malaria, the disease remains one of the leading causes of morbidity (ill-health) and mortality (death) in the world, accounting for 10 per cent of the world's total disease burden. One million deaths occur every year in the world, and it is estimated that three million people are at risk of malaria infection. Sub-Saharan Africa accounts for 350 million to 500 million cases of clinical malaria each year, with 80 per cent of deaths being among children under the age of five years. The economic loss is in excess of two

billion US dollars every year.

In Zambia, like in many other parts of the world where the disease is endemic, government and development partners are rolling out malaria control programmes. However, awareness and knowledge, and thus uptake of malaria control interventions among the majority of the people especially the poor and underprivileged remains low.

PSAf has been engaged in carrying out the Stop Malaria Campaign in the Eastern Province of Zambia. This is a USAID funded project through the Communication Support for Health Project (CSH), covering two districts of Chipata and Chadiza.

The project covers three components; Maternal newborn and Child Health, Nutrition and Malaria. The project is being implemented in partnership with local partners that include two radio stations; Mpangwe FM and Breeze FM and three Community Based Organisations: Chipangali Women Development Foundation (CWDF) in Chipata, Ndondela Neighbourhood Health Committee and Chadiza District Women Association in Chadiza.

A roll out of the activities has been carried out. These activities include conducting orientation workshops for 30 community leaders and 30 teachers in the catchment areas. 20 Nutritionist Volunteers were also trained on how to use the locally available ingredients to prepare nutritious meals to feed a sick child under five. The training was to ensure buy-in of the stakeholders and ownership of the project by the community leaders and ensure sustainability even after the phase out of the project. Forty (40) communities were identified.

### 3.6.2. Community leaders trained on malaria prevention

Traditional, civic and religious leaders in the Eastern Province of Zambia were in November trained on malaria prevention as part of the STOP Malaria Campaign which PSAf is implementing with funding from USAID, through CSH.

Two leadership training workshops were conducted in the districts of Chipata and Chadiza to mobilise the local leaders to take an active role in the planning and

implementation of the community action plans to ensure the success of the campaign. In both districts, the workshops were conducted in collaboration with local community based organisations.



Participants at the leadership orientation meeting in Chadiza in November, 2012

The leaders’ orientation was a way of engaging leaders to be part and parcel of the campaign and to take the lead in changing behaviours that impede malaria interventions. A total of 30 local leaders comprising 24 men and six women were trained.

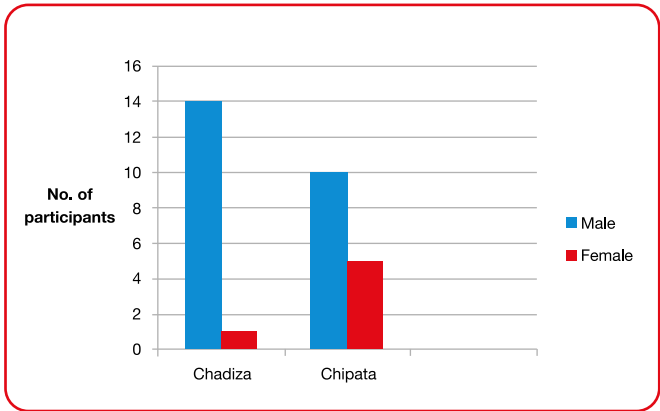


Figure 11: Training of local leaders by district and gender

The participants were oriented on the CSH Integrated Malaria, Maternal New Born and Child Health and Nutrition Campaign whose objective was to enhance the level of community leaders awareness on various Malaria Control interventions and positive Behaviour Change.

The orientation workshops focused more on the role the leaders play in influencing behaviour change in their communities. The workshops, which were attended by headmen and other traditional leaders had, among them, a Pastor who was in agreement with the idea of engaging leaders to be in the forefront in the Stop Malaria Campaign. After the orientation, the participants were expected to play a leading role in championing the response to malaria in their respective districts.

3.6.3. Teachers mobilised to spearhead malaria campaign

As part of the STOP Malaria Campaign, PSAf conducted an orientation workshop for school teachers in Chadiza and Chipata districts in Eastern Province, to get teachers buy-in into the project.

A total of 30 teachers were trained, comprising 15 from each district. The orientation workshops empowered teachers with knowledge through provision of information on malaria prevention among pupils in schools. This would ensure that teachers as role models among the pupils know the behavior messages for the campaign. The workshops were also a step to ensure that the messages would cascade to the lowest level through playing the malaria game at their respective schools.

As agents of change, it is envisaged that the teachers’ training would contribute heavily in the Stop Malaria Campaign.

Testimonies given by some of the participating teachers at the end of the orientation workshops showed that they found the orientation very useful, both for them and their pupils.



Testimonies from the STOP Malaria teacher orientation

“This game is very educative not only for the pupils but also the teachers themselves. Such educative games (quiz games conducted as part of the orientation) are lacking in our schools and I know that this game will be enjoyed by the pupils and it will definitely disseminate information to prevent Malaria,” said Brian Chipeta of Chipangali Basic School.

Royce Lungu observed that “Teachers are agents of change and command respect in communities. As a result, our participation through this game and the overall Stop Malaria Campaign will go a long way in educating our communities.”

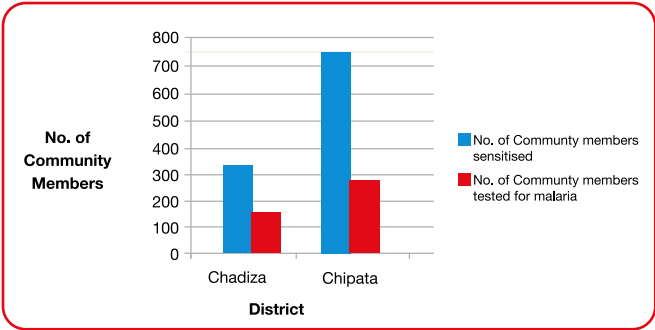


Figure 12: Participation of community members in STOP malaria sensitisation

With the collaboration of the District Health Offices, community road shows were conducted and marked the start of the implementation of the campaign in the selected districts. More than 1000 people comprising government officials, community members and civil society organisations, participated at road shows in the two districts of Chipata and Chadiza. A significant fraction of those that attended also took part in practical demonstrations on different aspects of malaria prevention, while many were also tested for malaria.

3.6.4. Road shows raise malaria awareness

Community members in Chipata and Chadiza in the Eastern Province of Zambia in November used road shows to raise awareness about malaria, signaling the launch of the PSAf STOP Malaria Campaign.



Participants at the Stop Malaria Road Show, Yobe Village, Chadiza



During the road shows, officials and community leaders made it clear that malaria was among the biggest killer diseases in the two districts, with the most affected population groups being children aged five years and below, and pregnant women.

### Summary

It is important to note that in terms of regional coverage, the Health and Development programme in 2012 made great strides into the different SADC countries.

With HIV and AIDS being among the many public health challenges facing Southern Africa, PSAf embarked on a project to ensure that responses to the HIV and AIDS pandemic are shared and driven by the most affected people themselves. The 'Communicating HIV Prevention in Southern Africa' Project' is funded by the Southern Africa Development Community (SADC) HIV and AIDS Fund. The project promoted open dialogue on cultural issues surrounding Multiple Concurrent Partners (MCP), Prevention of Mother to Child Transmission (PMTCT) and HIV prevention for Sexual Minority Groups (SMG).

There are positive signs of attitude change through the behaviour change dialogue stimulated by PSAf. PSAf is hopeful that by the end of the project, such attitude change will lead to positive behaviours for HIV prevention.

The programme has made significant progress towards achieving its strategic objectives for 2012 to 2016. In terms of policy changes, nothing tangible can be reported yet, but with the policy debates that are in the media, it is hoped that these will translate into policy statements.

There has been an increase in awareness and articulation of maternal health and related issues in Malawi as they affect women and girls. The various articles that were published and broadcast under the fellowships managed to bring out some salient issues to inform the national response to maternal health issues.

Issues of sexual minorities are still morally and legally very sensitive in Southern Africa. The team, therefore, had to take every precaution to remain within the tolerable parameters. To this end, the social health aspect of the study had to take centre stage at every point of the implementation process. For this reason NAC and TDRC were engaged as strategic partners and had to take the lead in certain activities such as in the application process for the ethics approval.

Communities are responding well to information generated with their input. These innovative methodologies are likely to achieve more behaviour change than situations where information is just developed and disseminated without input of the people.

#### 4.0 Introduction

The Governance and Development Programme in 2012 worked towards the goal of: increased citizen's participation and empowerment to foster transparency and accountability in the governance processes.

During the reporting period, the programme focused on three areas, namely:

- Democracy and Democratic processes;
- Citizen Participation in Governance processes; and
- Transparent and Accountable Public Institutions.

The focus of the work done was on the following objectives:

- To enhance relationships between elected representatives, appointed officials and citizens;
- To support citizen participation in democratic electoral processes; and
- To equip the media to play a leading role in preventing and mitigating conflict and advancing good governance.

The programme has done a lot of work in terms of building effective coalitions at grassroots level, enhancing media capacity to report on governance systems and processes, and enhancing relationships between elected representatives, appointed officials and citizens.

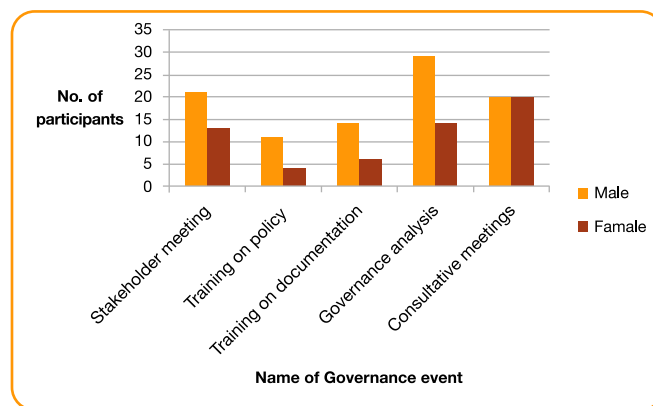
#### 4.1. Enhanced relationship between citizens and duty bearers to enhance good governance

##### 4.1.1. Citizens supported to hold leaders to account

Different stakeholders comprising representatives of the poor and marginalised were empowered through various interventions meant to support citizens to hold their leaders to account, especially in relation to political responsibilities and promises.

This resulted in increased use of evidence-based engagement approaches between citizens and decision makers as a way to effectively influence policies and

practices for the well-being of citizens, in particular women, youth, children and persons with disabilities. The central thrust of these interventions was on promoting and strengthening good governance practices through targeted efforts around deepening policy implementation, raising citizen awareness and evidence based engagement with key decision makers. These efforts included stakeholder training on different aspects of good governance, stakeholder consultations, community meetings and training on documenting key governance issues.



**Figure 13:** Participation of men and women in governance processes

Through PSAf's capacity development efforts, direct support to the implementation of pilot grantee activities focusing on women, youth, children and PWDs, facilitation of linkages and coalition building, stakeholder meetings and interactive radio discussion programmes, the project recorded significant progress in achieving the following results:

- Increased opportunities for constructive dialogue;
- Increased use of evidence based tools and techniques in citizen/state engagement and dialogue;
- Implemented innovative governance projects using an effective and efficient grant mechanism system;
- Promoted models of good practice within communities; and
- Created opportunities and entry points for effective citizen voice and government accountability.

#### 4.1.2. Domestic Accountability project helps citizens participate in public resource tracking

To ensure that communities play a meaningful role in tracking the use of resources meant for them, PSAf implemented the Domestic Accountability Project in Zambia, where PSAf and other cooperating partners worked with various schools across the country to track the utilisation of money allocated for the education sector. With funding from HIVOS, the partners in the project included the Netherlands Development Organization (SNV), the Embassy of the Kingdom of the Netherlands (EKN), Zambia National Education Coalition (ZANEC), Transparency International Zambia (TIZ), Forum for African Women Educationalists of Zambia (FAWEZA), and the Ministry of Education (MoE).

Under the project, PSAf used community radio as a platform where community members received information on educational resources allocated to their schools and closely worked with the radio stations to document all the resources and track expenditure at district level to ensure that what is allocated to them actually makes it to their school and at school level to ensure that every pencil and piece of chalk gets to its intended use.

#### Highlights of the Domestic Accountability project

- 30 schools and 3 District Education Offices consistently and accurately displaying information on the NBIs due to the training and sensitisation efforts undertaken.
- More than 20 RLCs amplifying community voices on school governance issues within the remit of the information captured through the NBI at district and school level.
- More than 30 combined series of discussions that centred on education/school governance issues aired on participating stations.
- 33 notice boards in total have been erected in three districts in 30 schools and at the 3 district education offices.

Using an innovative methodology – the Notice Board Initiative (NBI) – PSAf implemented this project in 37 schools in six districts of Zambia where the organisation is already supporting governance activities using the

Radio Listening Club (RLC) methodology in fostering community participation in governance processes.

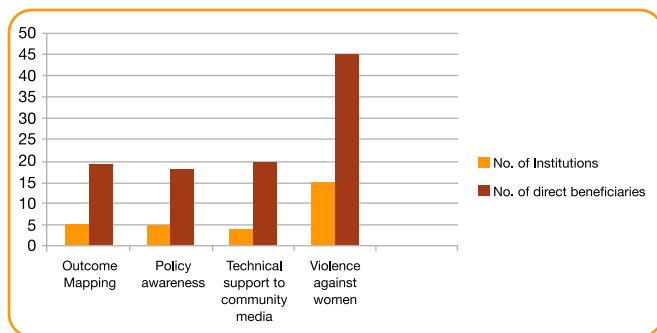
Through the project, residents of Iteshi Tezhi, Mkushi and Kasempa feel they are now able to not only track the use of funds meant for the education sector in their districts, but ensure that the funds are used for what they were meant for. The local radio stations, namely, Kasempa Community Radio, Iteshi Tezhi FM and Mkushi Community Radio stations were also supported to produce and air live discussions on education budgeting. The stations have also supported RLC discussions on educating budgeting.

By placing communities and stakeholders' participation at the core of monitoring management and utilisation of public resources in the education sector, the project ensured that communities, as beneficiaries, played an active role in ensuring that resources are properly managed and utilised for the intended purpose. This also ensured that spending was in line with the objectives of the policies and plans, both short and long-term, to improve service delivery and excellence in the education sector. The PSAf intervention contributed to improving education service delivery and performance through the participation of the communities in ensuring transparency and accountability in the management and utilisation of the allocated resources.

#### 4.2. Media equipped to mitigate conflict and advance good governance

##### 4.2.1. Media houses, Journalists supported to spearhead debate on governance

To ensure that the media plays a leading role in promoting good governance and mitigating conflict in Southern Africa, PSAf implemented a number of capacity building initiatives for the media. The organisation facilitated training for media houses on issues relating to policy awareness and outcome mapping in the development process. Support was also provided for grantees under the Atwaambe Project in Southern Province to implement targeted projects addressing different governance issues. These media based interventions opened up several spaces for dialogue between media, CSOs and elected representatives around women, youth, children and persons with disabilities.



**Figure 14:** Reach of capacity building efforts for media based grantees

Support provided to the Media Network on Child Rights and Development (MNCRD) enabled the organisation to embark on a children's reporting bureau initiative in Petauke that resulted in increased debate on child rights violations such as chibeta<sup>1</sup> and corporal punishment in schools and mobilised local coalitions and action to address child rights violations. The support also enabled the organisation to support local level partnerships.



Yatsani Radio News Editor Friday Phiri giving a testimony on how PSAf support has empowered the station to engage with different stakeholders

Yatsani Radio in Lusaka also used the PSAf support to initiate dialogue on a number of youth empowerment issues. This resulted in the authorities taking action to address the concerns of the youth.

Following the training and through ongoing PSAf support, three community radio stations, Petauke Explorers, Radio Maranatha and Kasempa FM managed to drive community led debate on key development issues, providing platforms for citizens to challenge certain traditional barriers to development, especially those that are gender based.

#### 4.2.2. Weekly radio programmes give voice to the poor and marginalised issues

Throughout the year 2012, PSAf conducted weekly interactive radio programmes on Radio Phoenix in Zambia to provide space for debate on key governance issues.

Titled "Our Voice", the weekly programmes featured thematic experts drawn from civil society, private sector and public service, including politicians, to debate on issues and respond to questions from the public.

Through the radio programmes, the organisation was able to capture the voices and experiences of the community members, creating an interface between citizens and duty bearers. Members of the public had an opportunity to voice out on certain issues raised in the discussions. A number of times, the programmes resulted in duty bearers like politicians taking action on certain issues.

In addition to the Our Voice programme on Radio phoenix, PSAf also facilitated weekly programmes on ZNBC's Radio Two, focusing specifically on Violence Against Women.

These weekly programmes have proven to be effective platforms for instant interaction between citizens and the government or duty bearers. Table 6 provides a summary of the main issues tackled in the weekly radio programmes.

<sup>1</sup> A local term in Chinyanja referring to the practice of employing children as young as five years to herd cattle on contract for three or four years in exchange for an ox or cattle after that.



Topic/Focus of discussion	No. of Programmes
Women and Governance	5
Youth and children's empowerment	4
Public Accountability	6
Decentralisation of power	3
Presidential powers and benefits for former Presidents	2
Constitution making process	11
Role of councillors in governance and development	1
Gender based violence	18
Other issues	8
Education system and accountability in education management	3
Press Freedom and development	2
Profiling for citizens' driven governance initiatives	3

**Table 6:** Overview of the focus of radio programmes on different governance aspects. 52 of the programmes were aired on radio Phoenix while 13 were on ZNBC Radio Two

#### 4.2.3. Fellowships increase media coverage of violence against women

To improve media coverage of violence against women in Zambia, PSAf supported five Journalists from print and electronic media institutions to report on the subject.

The organisation awarded five fellowships for the Journalists to produce 13 articles. The in-depth print and electronic media articles focused on the VAW media campaign that PSAf is currently implementing in Zambia, bringing out key issues relating to the drivers of VAW and the role different stakeholders could play to address the vice.

Through the articles, various stakeholders were able to share their views and experiences on violence against women.

#### 4.3. Citizens supported to participate in democratic processes

##### 4.3.1. Increased awareness and skills in using evidence based tools and techniques

A number of capacity development efforts were undertaken by PSAf in 2012 focused on imparting skills in action research and evidence based engagement, outcome mapping, public policy processes and sensitisation.

The different governance initiatives attracted great interest from communities, local government and the wider CSO and donor community. These anecdotes at different levels demonstrate buy-in and an anchor for sustainable citizen-state engagement.



PSAf officials with some of the Southern African participants at the inaugural Africa Science Journalists Conference

In April and July, PSAf held three workshops on public policy, impact assessment and promotion of dialogue on the constitution for media and civil society grantees under the Atwaambe project in Zambia to cover identified capacity gaps that had the potential of slowing progress in the project's implementation.

This followed a capacity self-assessment exercise that was conducted at the beginning of the year for the grantees that have progressed to the second cycle of the Atwaambe funding. The assessment indicated that there was a strong need for enhanced capacity in understanding and appreciating policy processes so that they can effectively shape the course of dialogue with the state and its elected representatives.

Different stakeholders were supported to use evidence based tools and techniques to promote citizens participation in governance and democratic processes. This led to the creation of engagement space for grantees under the Atwaambe project as well as other stakeholders to use evidence based tools to highlight key development issues, resulting in increased dialogue and participation in issues relating to women, youth, children and PWD concerns.

Among other things, PSAf offered training in action research, outcome mapping, coalition building, evidence based engagement, impact assessment, enhancing dialogue around the constitution process, advocacy and policy process and sensitization to equip grantees with relevant skills to mobilise evidence and facilitate multi-stakeholder engagement processes.

This training in turn trickled down to various community based stakeholders who are working with the grantees on governance related issues.

#### 4.3.2. Models of good practice promoted within communities

The provision of small grants for community based interventions stimulated the formation of multi-stakeholder coalitions that have become models of good practice within communities, enabling stakeholders to build a critical mass and create meaningful change at both local and national level.

With PSAf support, the media based grantees namely MNCRD and Petauke Explorer FM community radio station implemented governance interventions focusing on children and women. This enabled the convergence of citizen voice on women and children rights issues through concerted local level efforts of boundary partners. Issues that affect women such as child labour, land ownership and early marriages were openly discussed

and addressed through the synergies created by the local partnerships.

The discussions also focused on youth empowerment and enhancing their participation in governance processes; increasing quality and access to education for PWDs especially the deaf; engendering participation in local governance/decision making processes; enhancing participation of PWDs in local governance/decision making; and amplifying children's voices on child rights and development. Based on these themes, grantees have partnered amongst themselves and with other networks of like-minded actors to strengthen voice and shared learning.

In April 2012, PSAf facilitated a multi-stakeholder forum at which the different grassroots based organisations came up with a coalition focused action plan, including a lobby and advocacy agenda to address policy related issues.

#### 4.4. Men lead new PSAf campaign against gender based violence

As gender based violence (GBV) continues to rear its ugly head across Southern Africa, PSAf has embarked on a media campaign to work with men for sustained eradication of violence against women. Launched in June, the campaign is funded and supported by the Oxfam Programme in Zambia, focusing a lot on fostering behaviour change and addressing the ingrained societal attitudes and beliefs expressed in behaviours that repudiate the fair treatment of women and girls. Different behaviour change communication methodologies will be used to advocate for public and private action to stop the violence.



PSAf and Oxfam officials with the ambassadors for the Violence Against Women Campaign

Although the campaign works mostly with men, the approaches also focus on women and youths, establishing a clear understanding on how cultural values shape the way different social groups interact and view each other and build on the relationships that exist within the cultural setting.

The campaign seeks to build a movement for change that will stand up against violence, with men taking a lead role. This is expected to help influence the adoption of new values by society that conform to non-violent masculinity; and to build the assertiveness of women and girls to influence and affirm the development of new non-violent values and culture.

Former Zambian First Lady Dr Maureen Mwanawasa and the Director General of the Zambia National Broadcasting Corporation, Mr Chibamba Kanyama were identified as the ambassadors of the campaign. They will use their social standing to influence positive attitudes which will bring an end to violence against women. The campaign has managed to enlist more than 60 torch bearers in 3 districts that have contributed to motivational and behavioral change talks against VAW among boys and men.

#### 4.2.1. Radio, television programmes raise awareness, promote debate on VAW

From July to December, PSAf facilitated weekly radio and television programmes at the Zambia National Broadcasting Corporation, focusing on violence against women in Zambia.

The programmes featured mostly male torch bearers drawn from various levels of the communities, in line with the campaign goal to create a platform for dialogue on violence against women and girls with men taking a lead role.

On ZNBC TV, the programmes were aired every Saturday and repeated on Tuesday under the Let's Talk banner. On ZNBC Radio Two, the programmes were aired every Monday morning, under the Our Voice banner.

Through these radio and television programmes, PSAf managed to raise the profile of men's role in fighting violence against women. Various men of good standing featured on the programmes where they encouraged other men to desist from violence against women and girls.

Topic	No. of Programmes		
	Radio	TV	Total
The Violence Against Women Media Campaign: Men taking the lead in eradicating the Vice.	1	1	2
Dealing with lack of information on gender (including sexual and reproductive Rights)	1	1	2
Rights of Women: From Human Rights and Biblical perspective.	1	1	2
Customs and Traditions and their impact on VAW	1	1	2
Follow up discussion on Customs and Traditions and their impact on VAW	1	1	2
Violence Against Women: discussing recent reported cases of Murder of Women in Lusaka	1	1	2
The custom of Dowry: Is it impacting on VAW?	1	1	2
Alcohol consumption and abuse and the impact on VAW.	1	1	2
The Father Figure: How does the role of a father impact on the well-being of Women	1	1	2
Early Marriages: The pitfalls of early marriages and VAW	1	1	2
Masculinity: What does it mean for youths? How should parents/guardians inculcate fair treatment of the female gender?	1	1	2
Poverty and VAW: What should be done to encourage men to appreciate the role of a woman?	1	1	2
Promoting decency and role models in the fair treatment of women: What every male should aspire for in his relationship/interaction with women.	1	1	2

**Table 7:** Overview of radio and television programmes on Violence Against Women



In addition to the radio and television programmes, the organisation introduced a fellowship programme for print media journalists to write in-depth articles on the subject.

Consistent with the goal of the campaign, a key strategy to induce motivation for other men to change their attitudes and practices and begin treating women with equity and dignity has been to work with males of good standing in society.

#### 4.2.2. Communities identify drivers of violence against women and discuss behavioural change to promote gender equity

Community members across Lusaka Province have identified what they believe to be the key drivers of violence, which they would like to see the campaign addressing.

The organisation conducted three consultative meetings in Chongwe, Mtendere and Kafue as part of the sensitisation process and also to ensure that the process is driven by members of the community. This is expected to contribute towards building a movement for change that stands up against violence, with men taking a lead role.



As part of the VAW Media Campaign, communities identified a number of causes of violence against women, and proposed solutions for tackling them



During the consultations, various key actors and personalities who could support efforts to curb gender based violence (GBV) and violence against women in particular were identified. The community members also spent a lot of time discussing the various factors driving violence in the communities.

During the year, torch bearers within the communities in

Chongwe, Mtendere and Kafue gave motivational and behavioural change talks focusing on specific issues that spiral VAW. PSAf launched the VAW campaign as part of efforts to increase citizen's participation and empowerment to foster transparency and accountability in governance processes, and also to facilitate dialogue and debate between elected officials (including the state) and citizens.



PSAf used different approaches to enhance male participation in the fight against Violence Against Women.

## Summary

Through the highlighted actions, the PSAf Governance and Development programme made significant contributions in meeting its objectives.

The programme contributed greatly to strengthening relationships cutting across civil society partners, traditional authorities, citizens, media and constituency offices. Some of the interventions supported by PSAf around women, youth, children and PWDs stood out as innovative and created leverage for additional funding opportunities by grantees.

More positive gains and results can be achieved from a multi-stakeholder *approach* in implementing development interventions at both grassroots and national level. Coordinated multi-stakeholder engagement at both levels maximises on social capital and synergies that may add value to the sustainability of interventions.

From the experiences in the implementation of various Governance and Development activities, it can be concluded that it is important to establish service level standards that also include communication as an aspect of the accountability chain among different implementing partners and stakeholders so that they are all fully accountable to each another.

## 5.0. Introduction

The Management and Coordination unit of PSAf continued with its focus of providing an oversight role in the planning and implementation of activities. The completion and subsequent launch of the new PSAf Strategic Plan for 2012 to 2016 has presented an opportunity for the organisation to scale up its work, especially in terms of widening the programmatic coverage.

### 5.1. New Strategic Plan provides roadmap for 2012 to 2016

At the beginning of the year, PSAf completed a new Strategic Plan which will guide the organisation's work for five years from 2012 to 2016. The new Strategic Plan was launched by the first President of the Republic of Zambia, His Excellence Dr Kenneth Kaunda, who is the PSAf Patron, on 17 February 2012. The launch was a culmination of wide ranging efforts by PSAf staff members and officials which started in March 2011.



PSAf Patron, the first President of Zambia, Dr Kenneth Kaunda, officially launching the organisation's new Strategic Plan

The new Strategic Plan clearly spells out how the organisation is going to work over the next five years to amplify voices of the poor and marginalised so that they can drive their development.

The launch ceremony was attended by representatives of various stakeholders including donors and cooperating partners, implementing partners, civil society, academia, media institutions and other beneficiaries of PSAf programmes.

Launching the new strategy, PSAf Patron Dr Kaunda said there were numerous challenges in Southern Africa which required collective efforts.

The Strategic Plan provides guidelines for PSAf programming over the next five years.

### 5.2. Consolidating organisation wide planning and reporting

In order to consolidate the organisation's implementation platform for programmes and activities during the year, the PSAf held its annual planning and review meeting on 26 and 27 January in Lusaka, Zambia. The meeting was attended by all staff from the regional office, country offices and radio stations to discuss plans for the different thematic programmes for the different departments which were presented and discussed. Final plans and budgets were submitted and reviewed and the Programme of Work and budget for 2012 was finalised for further review and approval by the board.

A half-year planning and review meeting was held in Lusaka on 12 to 13 July. The meeting enabled the organisation to reflect on progress made over the past six months towards the achievement of goals set out at the beginning of the year.

In addition to the two meetings, formal and informal planning and review of programmes was conducted at department and programme level throughout the year. The review meetings contributed towards the finalisation of the organisation's Annual Report for 2011, which was published at the beginning of 2012, and the half year report published in July 2012.

### 5.3. Audit for 2011 accounts completed to ensure financial accountability

To ensure that the organisation's financial systems and controls remained strong and in line with the organisation's policy framework, the audit process for the PSAf accounts for the year 2011 was done and finalised by March 2012.

An audit report was presented to the board and approved, and was also shared with various donors who did not have serious queries, indicating the organisation's prudent use of the available resources.

The organisation also continued to provide timely and accurate financial information to different stakeholders.

### 5.4. New members join PSAf board

A milestone in the governance of PSAf in 2012 was the coming in of three new board members, replacing former board members who retired in September 2012 in line with the organisation's policies.

The three new board members, Ms. Medelina Dube from Zimbabwe, Mr. Alexander Muyovwe from Zambia and Mr. Grey Mang'anda from Malawi took office in September 2012 at the completion of the term of office for the former board members, Dr. Dumisani Moyo (Zimbabwe), Mr. Edward Chitsulo (Malawi), Mr. John Mukela (Zambia), Ms. Juliana Chileshe (Zambia) and Mr. Amos Vilakazi (South Africa).

The recruitment of the board members followed the PSAf board meeting held in Maputo, Mozambique, on 24 and 25 March 2012.

Among other things, the board discussed and approved the organisation's annual Programme of Work and Budget (POWB) for 2012, the Strategic Plan for 2012 to 2016, the Annual Narrative and Financial Report for 2011 and other policy documents presented by the secretariat.

The board members also used their presence in Maputo to interact with the organisation's different stakeholders in that country, drawn mostly from the media, government, civil society and the donor community.

Following the retirement of the old members and the coming in of the three new members, the full PSAf board

is now as follows: Prof. Marietta Dlamini (Chairperson, Swaziland), Mrs. Julieta Langa (Vice Chairperson, Mozambique), Mr. Chris Chirwa (Zambia), Mr. Alexander Muyovwe (Zambia), Ms. Mampho Thulo (Lesotho), Mr. Vilbard Usiku (Namibia), and Mr. Grey Mang'anda (Malawi). PSAf Executive Director Ms. Lilian Kiefer serves as the secretary of the board.

### 5.5. New partnerships established, existing ones strengthened

#### 5.5.1. MASC to increase collaboration with PSAf



MASC Executive Director, Joao Pereira

The Mozambique Civil Society Support Mechanism (MASC) has pledged to scale up its work with PSAf following the successful implementation of a pilot project on monitoring extractive industries.

The director of MASC, Joao Pereira visited PSAf head office on 13 March to learn more about the organisation's work, especially with regard to the planned future projects in Mozambique, and to re-emphasise MASC's commitment to continued partnership with PSAf.

An evaluation of the Monitoring Extractive industries project shows that it is now the most successful of the projects that MASC is supporting, an indication that the partnership between MASC and PSAf is already bearing fruit. Through the project, the extractive industries theme has become a national issue in Mozambique.



Based on the project's achievements, Mr Pereira said there was great potential for further collaboration between the two organisations in Mozambique, a country endowed with vast natural resources which are attracting huge investments from investors. As is the case in a number of African countries, most of the benefits from exploiting these resources do not trickle down to the country's larger population, especially the poor and marginalised communities, which is one of the intractable challenges the PSAf has been trying to address.

The organisation is already working on scaling up the current initiatives in terms of reach and magnitude, and bringing on board new projects relevant to the socio-economic development aspirations of the poor and marginalised communities in Mozambique.

## 5.5.2. More commitment from NORAD to support PSAf work

Senior officials from the Norwegian Agency for Development Cooperation (NORAD) in April visited PSAf and some of the organisation's projects as the two organisations look at ways in which they can build on their current collaboration. Mr Terje Vigtel, the director of Civil Society at NORAD and Mr Lars Sigurd Valvatne, the Counsellor for Governance at the Royal Norwegian Embassy in Lusaka visited PSAf on April 19, where they held meetings with PSAf management and staff. The team also met with some beneficiaries of PSAf interventions.



NORAD and PSAf team during a meeting at Yatsani Radio in Lusaka.

The team got presentations on the many achievements PSAf made with NORAD core funding through a lot of milestones across the region during the implementation of the 2007-2011 Strategic Plan.

NORAD continues to be one of the leading funders of PSAf's work, having committed itself to funding the implementation of the organisation's new Strategic Plan.

## 5.5.3. OSISA partners with PSAf to amplify community voices

The Open Society Initiative for Southern Africa (OSISA) in 2012 renewed its long standing partnership with PSAf through the approval of a grant to support community radio development in Malawi, Zambia and Mozambique.

The new project is titled Radio Platform for Community Development (RPCD) and aims to empower the poor and marginalised communities in the three countries with development information to allow their effective participation in development processes.

The RPCD has the following three objectives:

1. To build the capacity of community radio stations in developing community development content through radio listening clubs;
2. To interface the poor and marginalised groups with policy makers through the community radio platform; and
3. To facilitate networking and community development information sharing among community radio stations and initiatives both at national and regional levels.

## 5.5.4. CSH, PSAf team up to STOP malaria in Eastern Zambia

The Communication Support for Health (CSH) project of the United States Agency for International Development (USAID) is among PSAf's new supporters.

CSH is funding the STOP Malaria Campaign which PSAf is implementing in the Eastern Province of Zambia. The project seeks to engage communities at a much more interpersonal level for community members to get involved in the STOP Malaria campaign activities and to possibly begin to practice key behaviours being promoted by the campaign.



CSH is one of USAID's efforts to assist the Government and people of Zambia in addressing health related issues such as malaria, HIV/AIDS, maternal and child health and family planning or reproductive health through effective health communication activities.

### **5.6. Innovative tools used to raise profile of PSAf**

To raise the profile of the organisation's work among different stakeholders, PSAf implemented a number of initiatives to promote media coverage of the organisation's work across Southern Africa. These efforts are meant to enhance the organisation's interaction with different stakeholders, to ensure that donors, implementing partners, the media and other stakeholders are kept up to date about the work of PSAf.

Below is a summary of the different communication tools used to profile PSAf:

News releases: The organisation provided weekly news articles to different media in the region, and these were also published on the PSAf website.

- 1. Monthly Newsletter:** Through the monthly email newsletter, PSAf kept different stakeholders up to date about the organisation's activities. The newsletter, through which the organisation also managed to enhance relations with different stakeholders, provides summaries of main activities or events carried out in a given month.
- 2. Website:** The PSAf website provides a portal through which different stakeholders can access various types of information about the organisation. Through the website, the organisation in 2012 managed to share such documents as the Strategic Plan, Annual Report, Media Briefs, as well as audio and video content.
- 3. Social Media:** In view of the growing influence of social media in shaping communication across the world, PSAf also used such social platforms as Facebook, Twitter and Flickr to share information about the organisation's work.
- 4. Media engagements:** The mainstream and community media across the region also provided an effective platform for profiling PSAf work in 2012. The organisation made deliberate efforts to establish and

strengthen relations with different media institutions. The organisation sent out regular press releases to set the agenda for debate on developmental issues. The organisation's programme staff also contributed regular analyses to reputable media houses in the region, providing expert analysis on development issues.

### **5.7. Multi stakeholder events supported**

Throughout the year 2012, PSAf participated in a number of multi stakeholder events to showcase the organisation's work and also support like-minded entities. PSAf used the events to explain its mandate and thematic interventions to different stakeholders, enabling them to also get a clearer picture of the role they can play in the implementation of the organisation's work.

The multi-stakeholder events in which PSAf participated during the year under review include the following:

- 1. African Science Journalists Conference:** In August, PSAf was among the sponsors of the inaugural African Science Journalists Conference held in Nakuru, Kenya, from 20 to 23 August. The organization supported a team of five journalists from Malawi, Zambia and Zimbabwe to participate at the conference, which brought together close to 200 delegates from all regions of Africa. The delegates were drawn from media institutions, international and local scientific research institutions, government departments and funding partners.
- 2. Highway Africa Conference:** From 9 to 11 September, PSAf participated at the 15th edition of the Highway Africa Conference hosted by the Rhodes University's School of Journalism and Media Studies in partnership with the Department of Communications (South Africa), the corporate world, development agencies and media associations. The event focused on how the media frames Africa's politics, trade and growth. By participating at the various discussions and workshops at the event, PSAf was able to contribute to a shared vision with other stakeholders on how the media can be empowered to adequately report on Africa.
- 3. International Conference on Community Media:** In December 2012, PSAf was among the sponsors of an international conference for community media held in Maputo, Mozambique. The conference was



PSAf officials with some of the Southern African participants at the inaugural Africa Science Journalists Conference

organised by the Forum of Community Radio Stations in Mozambique (FORCOM) and the World Association of Community Radio Broadcasters (ARMAC), under the theme “Critical Reflections on Community Radios in Africa”. It brought together more than 200 community radio stakeholders, academics, representatives from civil society organizations, regulatory authorities and media support organizations from 20 African countries.

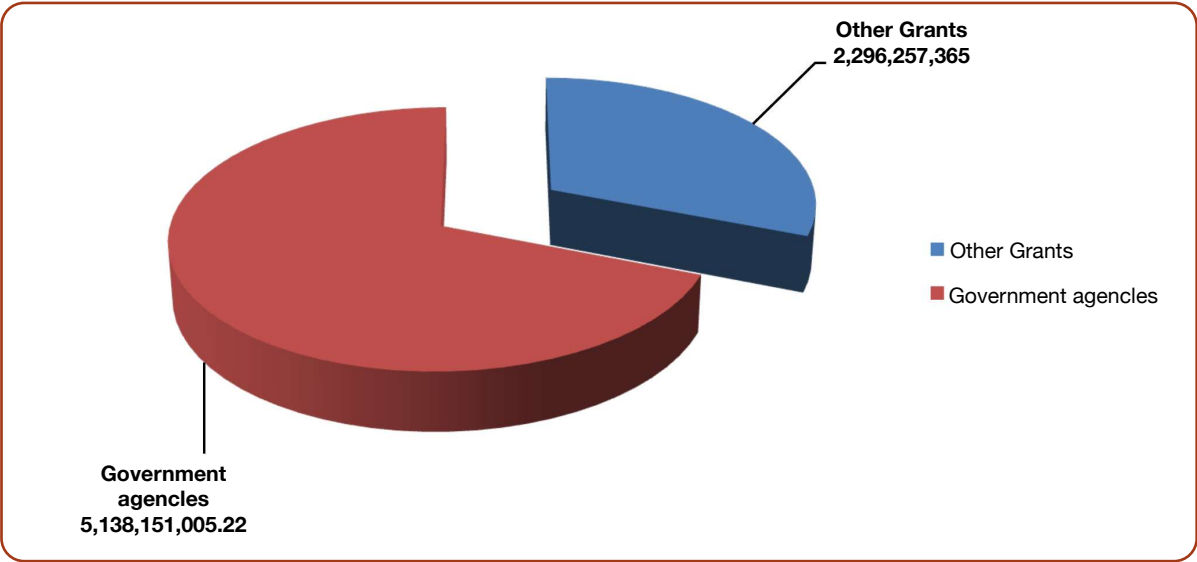
4. **Zambia Civil Society Day:** PSAf participated as an exhibitor at the Zambia 2012 Civil Society Day which was organized by the Civil Society for Poverty Reduction (CSPR) in conjunction with the Ministry of Community Development, Mother and Child Health and UNDP. The event was held under the theme “Say No to Poverty: Stand Up and Take Action!” Through the event, PSAf was able to showcase the organisation’s different interventions and how these can be used to enable the poor and marginalized get out of poverty.

### Summary

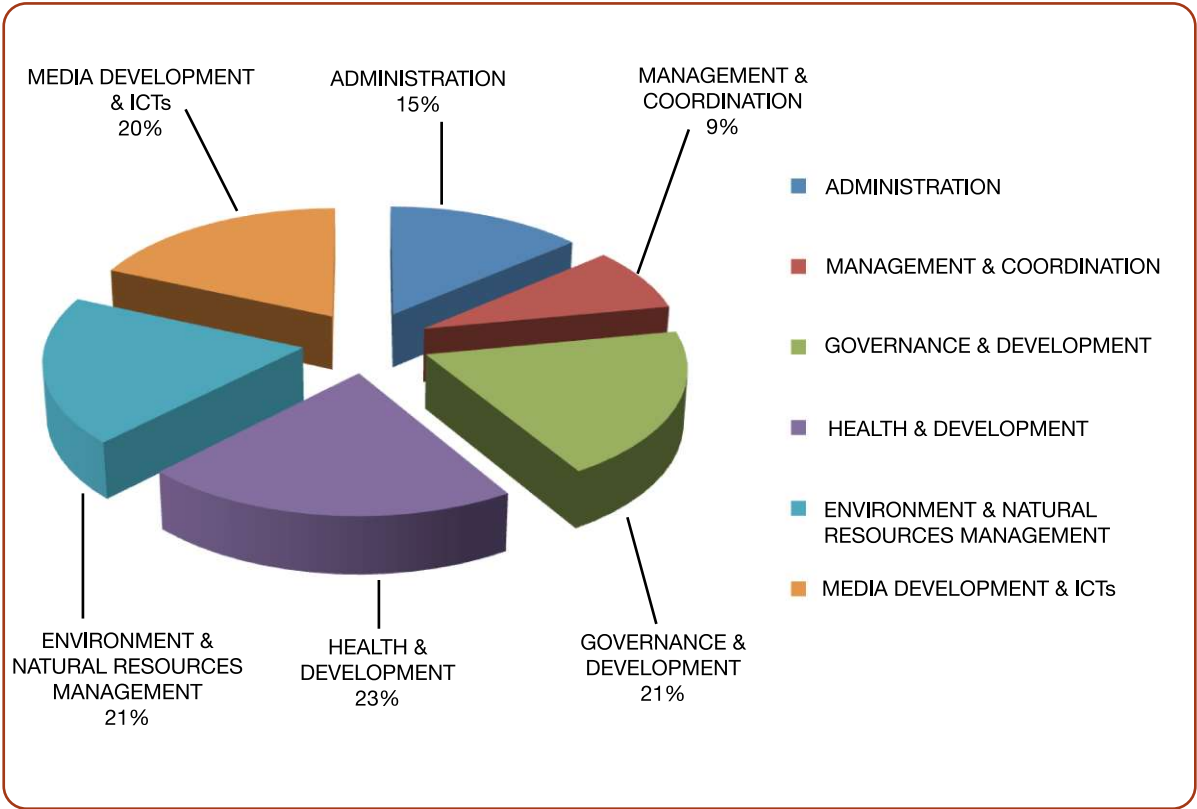
The management and coordination efforts of PSAf have enhanced the organisation’s presence in the region. The various tools used to inform stakeholders about the organisation’s work have generated increased interest in PSAf’s work, a development that is anticipated to strengthen the effectiveness of the organisation’s interventions, and, exponentially, increased benefits for the poor and marginalized.

# Financial Report

## Income



## Expenditure





# List of Funding Partners

Panos Institute Southern Africa (PSAf) is supported by a number of funding partners. The following donors and partners supported PSAf's work in 2012:

Partner	Support provided
Swedish International Development Agency (SIDA)	SIDA continued to support the implementation of activities aimed at fostering the prevention of HIV and AIDS, especially among sexual minorities in Angola and Mozambique.
Southern Africa Development Community (SADC)	SADC provided funding for PSAf's health activities, namely the Communicating HIV Prevention Project and the Sexual Minorities study.
Overseas Development Institute (ODI)	The ODI provided funding through the Governance and Transparency Fund initiative through which PSAf supported grassroots based organisations to link citizens and duty bearers.
UK Department for International Development (DFID)	DFID supported the maternal health fellowships project in Malawi. The project has since been completed and a report published.
Bill and Melinda Gates Foundation (BMGF)	Through Panos Institute West Africa, the BMGF provided funding for implementation of the Pan African Radio Platform project in Zambia.
HIVOS	GOVERNANCE
Oxfam Zambia	The Oxfam Programme in Zambia supported PSAf to implement the Violence Against Women media campaign, which aims to create platforms for debate to eradicate violence against women
United States Agency for International Development (USAID)/Communication Support for Health (CSH)	USAID, through its CSH project supported the roll out of the STOP Malaria project in the Eastern Province of Zambia.
Norwegian Agency for Development Corporation (NORAD)	NORAD continued to provide core funding for PSAf's regional activities. The two organisations have since renewed their partnership under the new PSAf Strategic Plan for 2012 to 2016.
German Agency for Development Corporation (GIZ)	The GIZ continued to support the development of community media by meeting some of the operational costs at Itezhi Tezhi and Kasempa community radio stations.
Open Society Initiative for Southern Africa (OSISA)	OSISA entered into a new agreement with PSAf to fund a new three-country project, the Radio Platform for Community Development.
Mozambique Civil Society Support Mechanism (MASC)	MASC provided funding for the implementation of activities under the Monitoring Extractive Industries project in Mozambique.

# About Panos Institute Southern Africa



Working towards  
achieving its  
vision of a  
southern African  
community  
empowered to  
drive its own  
development,  
PSAf:

**Amplifies** the voices of poor and marginalised communities so that they are heard at national, regional and international levels.

**Creates** accessible and effective communications channels, and provides platforms for stimulating informed and inclusive debate.

**Supports** the development of local, community and alternative media, particularly in its coverage of development issues, in order to make marginalised voices heard, and disseminate crucial development information

**Builds the capacity** of the media, NGOs and other information providers to communicate development issues effectively, and to subject national, regional and international policies to rigorous, constructive and informed analysis.

**Generates and disseminates** accessible, well-researched information packages on critical development issues, ranging from climate change to HIV and AIDS.

**Provides an enabling environment** for meaningful exchange of ideas and debates between local and global development actors, ensuring Southern perspectives are heard at international levels.

**Forges links** and works as a broker in development dialogue among civil society, the media, academics, policymakers and key actors.

**Conducts research** on communication and development issues to promote more informed decision-making and to provide guidance on the new information and communication world order.

**Partners** with national and regional media, as well as civil society, academics and NGOs, to advance the cause of the poor.

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**Vision:** A southern African community  
that drives its own development